

Southwest

APRIL
1937

20
CENTS

BUSINESS

Name Copyrighted

OFFICIAL PAN AMERICAN EXPOSITION MAGAZINE



Fun Spot of the World

Veloz and Yolanda, Rudy Vallee, Ted Fio Rito and their bands . . . plus
entertainers from Latin America . . . promise new thrills for visitors to the
Pan American Exposition's Casino

803,835,000,000 *cubic feet of* **Natural Gas** **for Industry Alone** ***85% gain over 1932***

American industry is so eager for natural gas that it pipes this cheap spotless heat a long distance, if necessary, to get it. In 1936 it used 85% more than in 1932. Texas leads the world in natural gas production, using it thrifitly for everything from making steel barges to powder puffs. Dallas industry has been accustomed to the economy of natural gas service for 26 years, and it was this town's famous smokeless skyline that really started the swing to natural gas service throughout the country, as far west as San Francisco, and east to Washington, D. C. . . . Have you asked our engineers about the new gas inventions for industry? Whether your place is large or small, they are interested in giving you information and advice about the new equipment, or in helping you get the best efficiency from the equipment you already have. Telephone them, 7-9411, about your natural gas for heat processing, freezing, belted power, electricity, or house heating.

LONE STAR
The Dallas  Gas Company
GAS SYSTEM

Southwest BUSINESS

Established 1922

PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE
IN THE INTEREST OF THE GREAT SOUTHWEST

CONTENTS FOR APRIL

	Page
Fun Spot of the World	5
By GEORGE P. MARSHALL	
The Menace of Trinity Valley Erosion	6
Behind the Statistics in Latin American Trade	8
By CHARLES H. ABBOTT	
500,000 Men Buy Dallas-Made Hats	10
Acidizing . . . Industrial Hypodermic for Oil	11
By JOHN STAHR	
East Texas Celebrates a New Era of Progress	12
By GLEN D. DAVIS	
Dallas Business	13
Southwestern Cities Are Growing	14
Editorials	25

ANDREW DeSHONG, Editor • HUGH CARGO, Staff Artist • EARL Y. BATEMAN, Manager

Advertising rates on application. Subscription rates, \$2.00 per year. Single copies 20 cents. Foreign \$3.00 per year. Published monthly and entered as second class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Copyrighted, 1935, by The Dallas Chamber of Commerce. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone 7-8451. Night Telephones: Editorial 58-4981; Advertising 5-3586. *Southwest Business* is owned and published by The Dallas Chamber of Commerce. Its object is to assist the Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to business men. Neither *Southwest Business* nor The Dallas Chamber of Commerce stand sponsor for or are committed by the views expressed by authors in these articles.

Illustrated By
Harper Standard
Engraving Co.



PHOTO-ENGRAVINGS illustrating these twenty books published in Dallas were made by the Harper Standard Engraving Co., Dallas. We're proud of these books and of the cuts in them, including the multi-colored covers. We made about half of the drawings.

Most of these books are about Texas and the Southwest, and would make a good collection for anyone.

Book publishers can't afford to go wrong; neither can you. Harper Standard is dependable and efficient.

**HARPER STANDARD
ENGRAVING COMPANY**

PHONE 7-5385

1011-15 ROYAL STREET POST OFFICE BOX 1010

JACK HARPER, President

DALLAS, TEXAS



In TEXAS motor trucks pay taxes (\$16,073,319.44 for 1936) totaling two and one-half times the sum expended to maintain all State Highways.

Though representing only one-sixth the vehicular registrations, trucks pay one-third the total highway taxes, thereby making possible highway construction for pleasure purposes. Without the income from trucks, new highway construction would stop, except in counties in which big cities are located.

MOTOR FREIGHT LINES OPERATING FROM DALLAS and Points They Serve

ADAMS UNION TRUCK TERMINALS.

1209 Ross, Phone 2-7291.

Reliable Inter-City Freight Service, Kansas City, Chicago, St. Joseph, Omaha, Wichita, Great Bend, McPherson, Salina, Tulsa, Oklahoma City, Bonded and Insured, Refrigerator Service. Pick up and delivery.

BINYON-O'KEEFE FIREPROOF STORAGE CO.

2201 Laws, Phone 2-8757

Five Times Daily Service to Fort Worth. Overnight Service to Wichita Falls, Fast Motor Freight to Tulsa and Intermediate Points.

CENTRAL FREIGHT LINES, Inc.

2411 Cottonwood, Phone 7-5161.

Daily Trucks both ways between Dallas, Fort Worth, Waco, Temple, Taylor, Austin, Houston, and San Antonio.

COLEMAN BROTHERS TRANSFER COMPANY.

2609 South Ervay, Phone 4-4153.

Local and Long Distance Hauling. Motor Freight Lines—Dallas, Fort Worth, Waco, and Houston.

EAST TEXAS MOTOR FREIGHT LINES.

422 North Walton, Phone 8-4161.

Daily Service to and from Dallas, Beaumont, Gladewater, Henderson, Houston, Kilgore, Tyler, Longview, Overton, Port Arthur, Shreveport, and Texarkana.

GILLETTE MOTOR TRANSPORT, Inc.

1712 Laws Street, Phone 2-7701.

Motor Freight Service, Houston, Dallas to Kansas City, Dallas to Los Angeles, via El Paso.

H. & N. T. MOTOR FREIGHT LINES, Inc.

Santa Fe Building, Phone 2-7111.

Fast Freight Service to Dallas, Fort Worth, Houston, Oklahoma City, Tulsa, and Intermediate Points.

HUNSAKER MOTOR FREIGHT.

201 West Commerce, Phone 2-5513

Oil Field Equipment and Heavy Hauling Anywhere in Texas and Oklahoma.

OZARK MOTOR LINES.

600 Eagle Ford Road, Phone 7-8007.

Direct Service Interstate—Little Rock, Benton, Malvern, Arkadelphia, Gurdon, Prescott, Hope, Fulton, Texarkana, New Boston, Clarksville, Paris, Cooper, Commerce, Greenville, Royse City, Garland, Dallas, Grapevine, Fort Worth.

SOUTHWESTERN TRANSPORTATION COMPANY.

912 Young Street, Phone 2-6855.

Freight to Shreveport, La.; Texarkana, Tyler, Lufkin, Camden, Pine Bluff, Waco, Little Rock, Ark.; Memphis, Tenn., and all Intermediate Points.

SPROLES MOTOR FREIGHT LINES, Inc.

969 Terminal, Phone 2-2285.

Next Morning Delivery to Fort Worth, Bowie, Decatur, Henrietta, Vernon, Wichita Falls, Graham, Waco, and Houston.

YELLOW TRANSIT FREIGHT LINES.

1803 North Market Street, Phone 7-8787.

Serving St. Louis, Kansas City, Wichita Falls, Tulsa, Oklahoma City, Dallas, Fort Worth, Houston, and Intermediate Points.

Southwest . . . **BUSINESS**

VOLUME 15

APRIL, 1937

NUMBER 3

Fun Spot of the World

A Super Casino and the Pan American Olympics Promise New Thrills to Exposition Visitors

By **GEORGE P. MARSHALL**

Entertainment and Sports Director of the Pan American Exposition

THE best of the world's shows have entertained Dallas for years uncounted, but this year a Dallas show is going to entertain the world at the Pan American Exposition.

That show will fill a gilded Fair Park auditorium, renamed the Casino Pan Americano. From the facade, remodeled to conform with the Aztec architecture of the rest of the exposition grounds, polka-dot electric signs will glow in the night with the names of the world's greatest entertainers. Those lights will reach down to Buenos Aires to call here the coffee plantation owners. They will call Gauchos from the Argentine pampas, oil magnates from Tampico, and modern industrialists from Mexico City and Monterrey.

Finest Night Club

Inside that building the revelers who gather here will see splendor created by the mind of Jo Mielziner, America's number one stage designer. They will see extravaganzas built by Hassard Short, famous director, around the most famous entertainment celebrities. They will gaze upon the liquid grace of Veloz and Yolanda, the world's highest paid dance team, and hear the rhythmic music of Ted Fio Rito, of Rudy Vallee, of Phil Harris and Benny Goodman.

Most of the show is still a dream. We intend that it shall look like a magnificent dream when it is finished. It is going to be the finest night club in the country, the only international night club in the world during 1937.

Veloz and Yolanda, remembered by movie audiences for their part in "The

Champagne Waltz," will appear on our opening night program, June 12, and we've signed Stan Kavanaugh, who used to juggle jugs and jokes for the Ziegfeld Follies.

Lynn Murray's twenty-four-voice male chorus, which CBS listeners know is on the same bill, along with Fio Rito, has also been signed.

Then we shall follow them with entertainers so good that Southwestern

diners and dancers will forget how unforgettable good the opening night was.

Rudy Vallee and his Connecticut Yankees will succeed Fio Rito in July, and after that Phil Harris will play. Benny Goodman's swing band will be brought here after Harris, and the assembling of future shows will be largely in Hassard Short's hands. Along Broadway you will find no one better liked or more admired than Mr. Short. "The Great Waltz," "Frederika," "Roberta," "Face the Music" and "Jubilee," all produced by him, are known in this country wherever there are musical shows. He invented most of the revolving stages and stage elevator tricks which are used with such effectiveness in modern musical productions.

We intend that when the season at the

(Continued on Page 23)

Bob Humphrey, right, director of the Pan American Games, and Ray Flaherty, coach of George Marshall's professional football team, the Redskins, are shown talking over plans for the sports program at the Pan American Exposition.





DR. HUGH H. BENNETT
Chief of the Soil Conservation Service

THE almost phenomenal growth of Dallas and other cities and communities on the banks of the Trinity River in Texas can be traced in part to the development of one of the most fertile valleys in the Southwest.

From the headwaters of the Trinity River and its tributaries near the Oklahoma border, this valley extends south and east for more than 450 miles to the Gulf of Mexico covering an area of approximately 11,433,000 acres.

While the natural watershed drained by the Trinity represents only 6.7 per cent of the entire area of the state of Texas, more than 25 per cent of the population of the state is concentrated in this region. Pioneer settlers in this part of Texas recognized the valley as a wealthy agricultural area and today their vision is borne out by the fact that 30 per cent of the industrial spendable income and 27.2 per cent of the farm spendable income of Texas is produced by the 38 counties that lie wholly or in part within the watershed.

More than 41 per cent of the wholesale net sales and 25 per cent of the retail net sales of the entire state of Texas are made in the Trinity watershed. Lowered purchasing power caused by drought, flood, crop failures and lower productivity of the agricultural lands because of uncontrolled erosion will be directly reflected in the business of wholesale dealers and retail merchants in the cities and towns of the watershed.

Right: "Strip-cropping" as seen from the air. Strips of close-growing, erosion-resistant crops are alternated with strips of open-tilled crops such as cotton and corn to slow down the runoff of surface water. Oats were used in the control strips on the farms of C. D. Flook, H. N. Watson and L. R. Watson, near Garland, Texas. One of their fields is shown here.

The Menace . . .

of TRINITY VALLEY EROSION

An Article Prepared Exclusively for
Southwest Business

Farmers in the Trinity valley have been striving to keep pace with increasing demands and a growing population by clearing additional acres for cultivation, removing timber from sloping hillsides, subjecting land to more intensive cultivation and producing more and more "cash crops." The result of exploitation and reckless use of the land is of vital concern to both the city merchant and the land user—soil erosion and all its attendant evils, drought, dust storms, flood and decreased fertility are seriously threatening the purchasing power of this vast agricultural region.

Nearly one-fourth of all cultivated land in the watershed has lost more than 60 per cent of its fertile topsoil and more than one-third of the pasture land, most of which was formerly cultivated, has lost an equal amount of topsoil. In addition, approximately one million acres of cultivated land is seriously damaged by gullies and another million acres of pasture and forest land has been eroded to a point considered serious.

Such figures furnish conclusive evidence of land wastage in the Trinity watershed. Barren fields, large gullied areas

and non-productive acres are mute testimony to a serious land condition, yet these devastated areas present only half of the true picture. As layer after layer of topsoil is stripped from the land the less absorptive, non-fertile subsoil is exposed to the elements. Each succeeding rain carries away more and more soil and less and less water is absorbed by the land. Each new gully is a new avenue of escape for surface water. Ruthless farming methods have encouraged erosion and at the same time have encouraged the rapid concentration of surface water in the natural drainageways of the valley—the result is more frequent floods and steadily mounting flood peaks.

Artificial reservoirs have been constructed as flood control measures and have served a useful purpose. The future of such flood control measures, however, is best explained by examination of the Lake Worth reservoir constructed on the West Fork of the Trinity in 1915. At the time of its completion this reservoir had a storage capacity of 47,177 acre feet of water. In 1928, 13 years later, Dean T. U. Taylor of the University of Texas made a complete re-survey of the reservoir



and found that eroded soil deposited in the reservoir had decreased its capacity by 13,837 acre feet. Today Lake Worth has only a little more than one half of its original capacity and if siltation is allowed to continue at its present rate, this reservoir will be completely silted up by 1959.

Surveys of other reservoirs in the Trinity watershed, including Lake Dallas and the White Rock reservoir revealed that erosional debris is annually decreasing their storage capacity and reducing their effectiveness in flood control.

During recent years state and local agencies have been studying land conditions in the watershed in cooperation with the Soil Conservation Service of the Department of Agriculture. Experts of all agencies are in general agreement as to the causes of erosion and also in general agreement as to the necessity for the early application of soil and water conservation measures.

The Soil Conservation Service is demonstrating that erosion can be controlled and that water can be retained on the land instead of escaping to the nearest stream or river, through the medium of its project in Dallas County with headquarters at Garland, and six similar erosion control areas surrounding CCC camps in Denton, Navarro, Ellis, Dallas, Madison and Kaufman Counties.

Remarkable results shown by these practical demonstrations on small land areas in the valley stirred imaginations. Why not apply erosion-control measures to the entire Trinity watershed? This vast undertaking would require time, a decade and more, and it would require money—yet today the vision is crystallizing into reality.

Last year more than 100 residents from all parts of the watershed and from all walks of life gathered together for the purpose of discussing plans that would lead to erosion-control treatment for all land within the valley. This first meeting led to the organization of county soil conservation associations and on November 19, 1936, representatives from 38 county groups met and formed the Trinity Watershed Soil Conservation and Flood Control Association.

Soil erosion and flood control were definitely linked together into a single problem and measures to be used in solving the problem became the concern of the metropolitan apartment house dweller as well as the concern of the actual land user. Members of the board of directors of the new Association were bankers, professional men, merchants, farmers and businessmen.

A complete program of soil conservation and flood control cannot be carried out in the watershed overnight, nor within a few years. It will take time—time to allow nature to readjust her natural forces—and it will cost money. The cost will

be distributed between landowners, the watershed district, the State and the Federal government. Conservation experts believe that the program is economically feasible and they know that such a program must be launched if soil losses are to be checked and agriculture allowed to continue at a profit in the watershed.

Land conditions in the Trinity watershed are not peculiar to this particular part of the state. Prolonged periods of drought, and dust storms caused by spectacular wind erosion originating in the "dust bowl" which includes part of the Texas Panhandle, have served to focus national attention upon southwestern agriculture during recent years.

The Soil Conservation Service is actively engaged in developing effective measures of erosion control that can be adapted to all regions within the state. In the Texas Panhandle alone the national Service is demonstrating practical methods of wind erosion control in five project areas and in five areas surrounding CCC camps.

In other regions where wind erosion is not serious but where enormous soil losses are caused by the action of water, the Service is also carrying forward a complete program coordinated with activities of the state Experiment Stations, the Extension Service and other state and local organizations. The soil conservation program in Texas is being presented through the medium of 13 project areas and 31 CCC camp areas.

The problem of soil erosion is not one that can be solved by using one general formula. The lands of Texas vary in soil types, degree of incline, susceptibility to erosion and fertility. All factors are considered in the conservation program and measures that will remedy each particular erosion problem are prescribed. One practical device that has enabled Texas farmers to effectively check erosion and at the same time increase the fertility of their soil by keeping surface water on the land where it falls, is that of plowing and cultivating around a hillside instead of up and down the slope. Nature originally

(Continued on Page 20)

Right: The story in pictures of the Trinity Valley's erosion fight. Reading from top to bottom: This terrace system backed water from one terrace to the next during a big rainfall, erosion was reduced to a minimum and the water was held on the land. Second, contour ridging on Buffalo sod pasture on the Lottie E. Watson farm near Garland, Texas, effectively "traps" rainwater and keeps it on the pasture to aid the growth of native grass. Third, this contour ridging on the R. E. Kearney farm near Garland is on a 10 percent slope; small ridges, turned up at the end, have been erected on the contour to conserve soil and water. Fourth, more than two million acres of land in the Trinity Valley have been damaged by gullies such as this; the gullies are new tributaries for minor streams and add to the flood hazard by speeding runoff water to the natural drainageways. Fifth, here is an example of contour tillage and strip-cropping used in combination to control erosion on gently sloping fields which are not gullied. Sixth, this contour strip of alfalfa planted in a clean cultivated field slowed down the runoff water to such an extent that a silt deposit eight inches deep was made just above the strip.



Behind the Statistics

IN LATIN AMERICAN TRADE

By CHARLES H. ABBOTT
Flying Envoy to Latin American Republics
from the Pan American Exposition

OUT of the Consular reports and the bulletins of the Department of Commerce business men in the United States are able to gain the statistics applying to Latin American trade, market conditions abroad and the probable demand for the products which, one day or another, will be exchanged between the nations of the Western Hemisphere.

This, however, represents but the smallest part of what remains to be learned if the substantial prosperity of our country is to be established. Many other important elements are involved. And, unless the manufactured surplus can be disposed of to advantage, warehouses become congested and factories will shut down again. When that occurs men are thrown out of work and domestic purchasing power diminishes in proportion. It is under such circumstances that credits are contracted and demands for working capital cannot be met.

We have passed through a severe experience. For various reasons markets were actually closed against our country. The exportable surplus was not absorbed and, during three long years, according to life

insurance reports, there was a suicide for every thirty-five minutes of time, night and day, in the United States.

To overcome the danger of a repetition of such a situation a more complete understanding of and an appreciation for the aspirations and the purposes and the character of our neighbors to the south of the Rio Grande, as far as Tierra del Fuego, becomes essential. In fact the task lies in bringing to the definite comprehension of people at home the need for so establishing American business abroad as to command the respect and confidence of those with whom we deal.

Exploitation Is Costly

It is not and never can be a matter of unloading upon the unsuspecting native of South and Central American countries what is left after our varying domestic demand has been met. In the past this has been done in isolated instances with considerable immediate profit, but the eventual losses far and away exceeded amounts accidentally realized on the moment. Practices such as this con-

tributed to bring upon us the greatest of all of our disasters—the collapse of 1929.

Out of such an experience we have learned that it is not worth while to enter into Central or South American trade unless those so entering are prepared to establish their business contacts upon a sound basis, and stand the initial expense attendant upon such a policy.

All business is built upon confidence and no confidence can be developed except as we adopt far-seeing policies. Doing this, while the cost may be considerable at first, large returns may be expected.

In 1931, at an informal gathering in the office of the then representative of the Department of Commerce, such a suggestion was rejected as impractical. Those present held fast to the old American point of view that each step must pay for itself and within the year. Since then the declaration to the effect that confidence must first be established has been generally accepted by students of the problem. Once confidence is established it becomes possible to build upon a secure foundation. Because European firms long ago recognized this necessity and have never wavered from it, our task becomes one to be seriously accepted.

Permanent Enterprise

English and German firms, upon entering a country, do so with the idea of permanence. For the first few years little may be accomplished in the way of actual business. No high pressure salesmanship is attempted. The very best men available circulate among prospective purchasers and find their places in the community to which they are sent.

As relatively small trial deals are negotiated each contract is met to the letter under the closest personal super-



In this remarkable character study is a symbol of the future in Pan America—the generation of the past, denied the advantages of education and tied to a lower living standard, with the new generation to which Texas must look for development of better relations and sound two-way trade policies.
Photo by Marques, Mexico.

vision. Such transactions are carried forward, not so much with the idea of profit but upon the theory that each act, each delivery, every collection and in all contacts one must look to greater things in the years ahead. These representatives try to make it so that even in bad times they will forge constantly and certainly ahead, with no high peaks and no great depressions in the line of trade developed.

At the same time purchasers in South and Central American markets are held rigidly to their obligations. A customer who falters on a small transaction, everything being normal, cannot be expected to comply in larger matters. Acquaintance broadens and good contacts multiply, while bad ones are eliminated. Slowly but surely the firm is built into the complete acceptance of the market. After that business comes naturally in proportion to the confidence created. Through good years and bad years that proportion holds.

Texas Enters the Field

At home, in Dallas for example, a man goes to an old established tailoring firm for his best clothes. Certainly they cost more, but the buyer knows that when the suits come out of the shop it will be a satisfaction to wear them. That same rule applies in foreign trade, and Texas is now organizing to enter the field.

The man at the other end of the long road extending southward is in the position of a substantial citizen in a high flung suite of offices on Main street. He wants to know in advance that what he orders will be exactly right and will fit conditions.

Upon no other basis can a substantial export be directed from Dallas or from any other city in the United States.

Meanwhile the absolute necessity for developing this outlet for industry has been amply demonstrated. Certainly, unless we in North America are in position to dispose of our surplus there can be no very sound return to a substantial prosperity.

Highest Class Men

All of this presupposes the selection of none except the highest class of men to represent American firms in other lands. In the past selection has been rather indiscriminate. Those sent out have been told that they will remain a few years and then be recalled, leaving the work for others to carry on.

No policy could be more disastrous. The men going to posts indicated do not try to put themselves upon a permanent footing with prospective customers. Because of this failure the confidence so essential to really successful operations, cannot be developed. Business gained is for the day and is utterly without consideration for the future. Perhaps a record is to be made which looks well on



President Somosa of Nicaragua cordially received the Pan American Exposition's flying envoys and promised participation of his country in the All-Americas show. President Somosa is shown, in uniform, receiving the formal invitation to participate from Roscoe Hill, archivist of the United States Department of State. Charles H. Abbott is at the right and United States Minister to Nicaragua Boaz Long is at the left.

paper, but one that renders it impossible for any successor to live down.

In good times and on a rising market it may be possible to operate upon such a basis but the instant the market breaks or contraction develops everything is lost. Then, following custom and ideas now outworn, American firms have simply retired from the field. As a result the task is to be undertaken again, from the bottom, with time lost and ground previously gained to be won over again. In this, costs multiply. Disgusted men declare foreign trade to be unprofitable when, as a matter of fact, only a mistaken system makes it so.

British policy in export trade has been generally successful and offers a marked contrast to that followed at home. Men are sent out with a definite purpose in view. As they build themselves into the life of the countries to which they are assigned they become really valuable to the Empire and to the companies which employ them.

These Britons follow one personal policy and the Germans follow another. Englishmen almost always hold themselves aloof and apart socially, as superior creatures. In the evenings they may associate with their own countrymen. They seldom marry natives of another land. Their children remain English, no matter where they are born. Rigid Anglo-Saxon

ideals are maintained. Dinner jackets are worn at the evening meal.

German firms, on the other hand, generally send young and unmarried men to foreign posts and, if the conditions are reasonable and possible, they marry into the best native families. This is a short cut to acceptance which, at first glance, may not receive endorsement in the United States. Yet, as the plan is carefully and discreetly followed, it offers a remarkable advantage.

Happy Medium Sought

Adopting the German plan the representatives abroad are content with their lot and are even glad to remain indefinitely in foreign lands. With home life there, certain standards are maintained and no disintegration of character results. The Englishman can go so far and no farther. The German may attain to almost anything.

Somewhere between the two systems exists the answer to the question, yet, in the United States, there has always been an unholy fear that men sent out might "go native."

"Going native" may or may not prove to be a disaster. Granted that the American has background and family tradition to sustain, he will never lose the true qualities that contribute to his well being. Lacking those qualities, he is just as like-

(Continued on Page 18)



500,000 Men Buy Dallas-Made Hats

Left, an operator stitches the sweatband into a Dallas-made hat. Below, left to right: Under this cloud of steam the body for a fall season hat is being stretched; after the bodies have been steamed and blocked, they are placed on these revolving spokes and ironed for ten minutes with an electrically heated, automatic iron; as the hat nears the finished stage, this operator removes the surplus fur felt with a very fine sandpaper—Parker-Griffith Photos.

AMONG Texas' distinctive trademarks is the ten-gallon hat. To movie audiences and fiction readers, it is as much a symbol of the Southwest as the cowboy's six-shooter. By tradition, the men of the Southwest have liked fine hats just as in frontier days fine boots, a good saddle, a good horse and a high-crowned, wide-brimmed fur felt "top-piece" were a man's most prized possessions.

In 1936 Texas again popularized the "ten-gallon" hat as part of a nationwide promotion campaign. The emphasis upon the traditional Southwestern headwear, however, obscured the fact that Dallas is one of the nation's most impor-

tant manufacturing centers for men's hats—that more than 500,000 men's hats are manufactured annually in Dallas factories and sold in retail stores throughout the country. The volume of men's hats handled annually by Dallas jobbers and wholesalers would greatly increase that figure, but the story of men's hat manufacturing progress in Dallas is of primary importance here.

Five Dallas Manufacturers

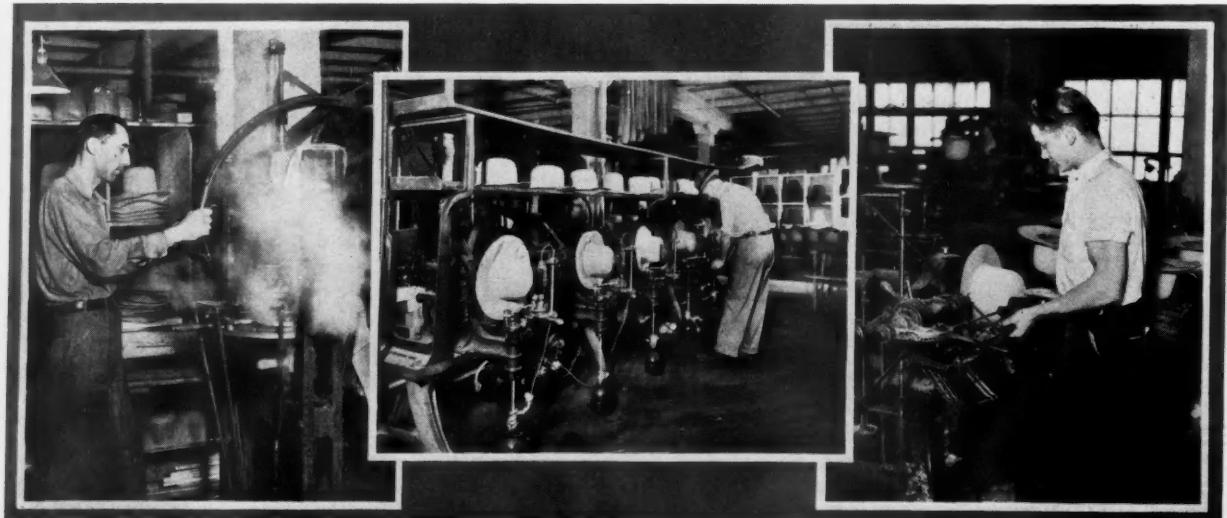
Five Dallas manufacturers of men's hats provide employment for 310 workers, and an annual payroll of approximately \$325,000. The manufacturers are the Bradford Hat Co., the

Byer-Rolnick Co., the Davis Hat Co., the Rolnick Hat Co. and the Willard Hat Co. Each has a modern, completely equipped factory, and each maintains a sales force traveling throughout the Southwestern, Southern and Western States. In addition, several of the companies have distribution outlets which send their hats into every state in the country.

The manufacturing process in Dallas begins with the "bodies," big, cone-shaped pieces of fur felt. Bodies are shipped to Dallas chiefly from Connecticut, where the fur felt processing plants are concentrated. The Dallas factories keep in stock thousands of dozens of bodies in assorted shades and sizes.

Bodies are stiff and as hard to stretch as leather. To make them pliable for manufacturing into hats, they must be steamed and stretched. The body is placed, crown down, in a basin-like center of a machine. Steam is forced into the body and the operator of the machine is able to insert into the crown of the body a wooden block of the proper head size. Clamps are then adjusted on the brim and the block is pushed farther down in the crown. The steaming makes the body perfectly pliable. When the body, block

(Continued on Page 29)



Acidizing . . .

Industrial Hypodermic for Oil

By JOHN STAHR, Director
All-South Development Council

A MANEUVER that started out, barely four years ago, as merely a "shot in the arm" to give moribund oil wells a few more days or weeks of useful life, has evolved into big business as the "fair-haired stepchild" of the petroleum industry.

When, in 1932, a couple of industrial chemists of Midland, Mich., John Grebe and Ross Sanford, pumped muriatic acid into subterranean salt deposits in an effort to stimulate brine production, nothing happened.

That is, nothing directly affecting brine yield. But there was a dying oil well in the neighborhood, and these fellows were determined to play their idea to the hilt. Their company was in the acid business, anyway. So they acidized that well, saw production revive spectacularly, and a new industry—acid treatment of oil and gas wells—was born.

Huge Quantity of Acids

Of course, this wasn't absolutely the beginning of acid treating of oil wells. The idea had been suggested some 40 years ago, but nobody ever got around to overcoming the many technical barriers to its commercial use. Grebe and Sanford, how-

ever, battled the problems to a finish and turned the seeming failure of their brine-producing idea into dividends when the company for which they were working formed a subsidiary specifically to market acid for this purpose and, indeed, to supply equipment and trained personnel to do the whole job of acidizing. It has become one of the busiest of several companies organized solely for this business.

Some idea of the wide scope and importance that acid treating has attained in the oil industry as affecting conservation, production and ultimate recoverability is shown in a recent report of the All-South Development Council, which shows that in 1936 the nation's oil and gas wells "hit the needle" of this industrial hypodermic to the extent of 12,000,000 gallons of muriatic acid.

In amount of acid used and in number of treatments—about 5,000—the 1936 activity in acidizing doubled the 1935 record and represents about a 600 per cent increase over 1933, regarded as the first full year of the process' practical application.

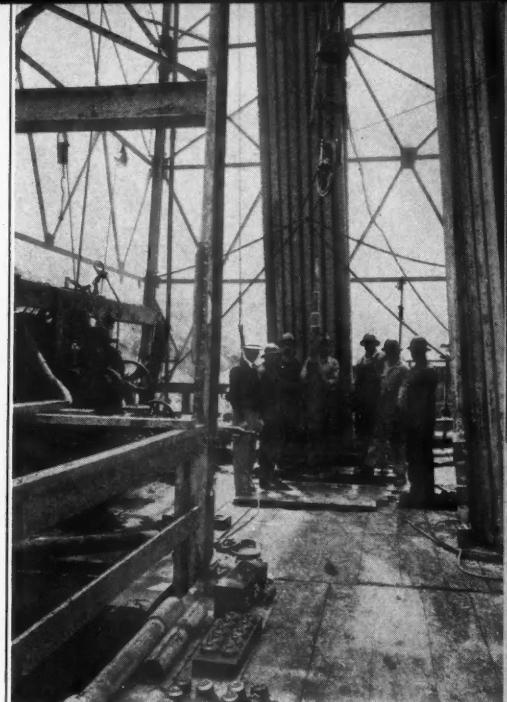
For Active Wells, Too

While the general impression—and it was correct, at the outset—is that acid treating was devised and used primarily for "kicking up" production from dead or dying wells, the industry has rapidly advanced out of this figurative "oxygen tent" role.

In fact, for the year 1936 more treatments were given to, and more acid used on, flush, full-flowing new wells than on strippers and "two-barrelers," the Council's report shows. Many big companies now are incorporating acid treatment as part of their original drilling plans on brand new wells.

The theory of this is that it is desirable

Left, loading the perforating gun. Above, right, belted workers sinking the perforating gun into the oil well preparatory to its electric detonation.



to get the maximum "permeability" of a given hole at the outset, so as to take advantage of the original natural pressure while tapping the widest possible area.

Briefly, here's how, and why, of acid treating: Acid forced into a well under scientifically regulated pressure eats through the oil-bearing limestone, increasing the porosity of the lime through "channelling" of its weaker strata, and thus making recoverable stores of oil and gas previously blocked off from the well-hole by congested pores or by lime of borderline density.

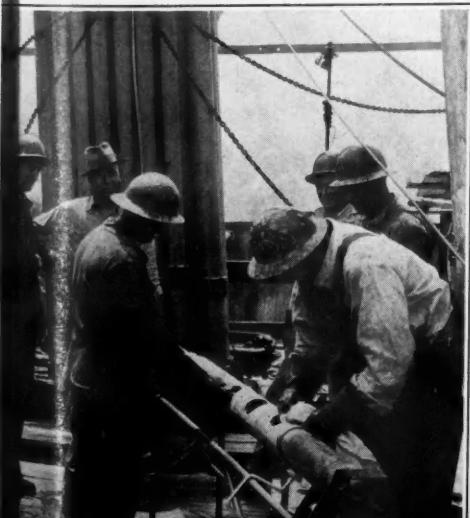
Use of the process on new wells is an important factor in conservation, the report says, because of its function in subjecting the widest possible area of a given hole to maximum reservoir energy at the outset instead of waiting to tap new pools in old wells after much or all of this natural pressure has been dissipated.

Texas Has Advantage

Although acid treating is now done in wells in all parts of the country, Texas and Oklahoma operators have been far more aggressive in its use than those of any other states. This is due not only to the suitability of the type of pay formation (it is used primarily in lime, limestone and dolomite) in these states, but also to the considerable cost advantage to Southwest operators arising from the fact that 80 per cent of the muriatic acid thus used is produced from Texas and Louisiana salt and sulphur.

The extraordinary volumes of acid used in this infant industry have made it easily the nation's principle consumer of muriatic acid alone last year being estimated by the Council at \$1,800,000.

(Continued on Page 32)



East Texas Celebrates

A NEW ERA OF PROGRESS

By GLEN D. DAVIS

Assistant General Manager, East Texas
Chamber of Commerce

ONE of the most important conventions scheduled for Dallas during 1937 is the eleventh annual meeting and business conference of the East Texas Chamber of Commerce which will be held here April 25-26-27. Business leaders from the seventy counties served by the regional organization will attend, along with representative delegations from the 125 affiliated chambers of commerce within the area. Special conferences of directors, staff members and town councilors will be an important feature of the conference. Hubert M. Harrison, vice president and general manager, estimates that between 10,000 and 15,000 delegates will come to Dallas for the sessions. The program for the general sessions is now in the making and will contain the names of many nationally known business authorities.

Broadened Scope

The East Texas Chamber of Commerce was organized at a meeting held in Longview, March 24, 1926. Delegations of civic leaders from all of the cities surrounding the area were present and more than 400 business men, recognizing the need of concerted effort, attended the conference. At that time those who sponsored the regional organization had in mind to include thirteen East Texas counties. However, R. M. Kelly of Longview, who was elected as the first president, had more ambitious plans. His thought was to unify all of the eastern area of the state and through the co-operation of local chambers and business leaders to work out a compact, smoothly functioning machine for the development of this tremendous area.

At this time of organization many business men were frankly skeptical of the success of a venture of this character, some going so far as to say it was virtually impossible to get concerted action from this easy going section of Texas. However, most of the 400 business men at the organization meeting believed that East Texas could and must be mobilized for the development of its rich resources and went about the job with the

same determination that had inspired their pioneer ancestors.

W. N. Blanton, now vice president and general manager of the Houston Chamber of Commerce and at that time occupying a corresponding position with the Shreveport chamber, became the executive officer of the new regional organization. Mr. Harrison succeeded Mr. Blanton in 1929 and has been continuously in charge of the program of work since that time.

How successful this regional chamber of commerce has been in its functions is evidenced in the remarkable progress made by East Texas since the organization of the chamber. Every phase of agriculture has been carefully directed; public health and safety campaigns have wrought wonders. Some seven years ago the East Texas Chamber of Commerce sponsored a region-wide dairy program that has been of tremendous value with the building up of high grade herds of dairy cattle and increased milk production. Some of the largest dairy products manufacturing concerns in America were induced to make permanent capital investments. At this time seven plants for the manufacture of cheese and powdered or condensed milk have been established with an investment of approximately \$4,000,000.

Oil Brings New Wealth

The rapid development of the oil industry through new discoveries in East Texas has presented a most serious problem to the regional organization. When the great East Texas field came in, adding enormously to the world's supply of petroleum, the directors of the regional chamber immediately went on record in favor of conservation and orderly production. It has maintained this policy consistently since and has been an important factor in proration and eliminating the running of illegal oil.

The regional chamber has been most helpful in bringing about a better understanding and relationship between the leaders of the small towns in East Texas and the metropolitan cities along the borders of East Texas, such as Dallas,



J. E. ACKER
President, East Texas Chamber
of Commerce

Houston, Galveston, Beaumont, Port Arthur, Shreveport and Texarkana. The business men of all of these cities have consistently participated not only in policy and program of work and deliberations of the chamber, but have contributed a generous financial support.

Buying Power Raised

Through improved business methods and development of basic resources the buying power of East Texas today is approximately three times what it was ten years ago. Virtually all business concerns in metropolitan cities of Texas have benefited materially through this increased prosperity.

The year 1937 marks the most ambitious program ever undertaken in this region. A well rounded campaign is under way to improve cotton grade and staple and to establish with Federal aid a research laboratory for new uses of cotton. The chamber is committed to the support of oil conservation laws and equity of taxation in the petroleum industry. With other agencies it has been instrumental in obtaining a \$5,000,000 newsprint paper mill that will use East Texas pine as a basic material.

A special standing committee on sanitation and public health has accomplished almost miraculous results. Literally thousands of rural families have been instructed in the value of sanitation, the proper protection of water supplies, the construction of sanitary toilets. This committee has carried on a constant campaign for the elimination of typhus, typhoid, dysentery, hookworm and other

(Continued on Page 28)

Dallas Business

» «

NEW CONCERNs—
CURRENT STATISTICS
BUSINESS BRIEFS

Air-Conditioning Center

EXPANSION plans announced by Carraway-Byrd Corporation will make Dallas the leading center in the Southwest for the manufacture of air-conditioning equipment and one of the important centers of this industry in the entire country. The company has purchased the seven story building at the foot of Elm Street and will install equipment giving it a total investment of approximately \$400,000. The building contains 70,000 square feet of floor space.

Thomas W. Carraway, nationally-known air-conditioning engineer, is president of the Company. D. Harold Byrd, prominent oil producer and president of the Independent Petroleum Association, is chairman of the board.

The company will manufacture central heating and cooling units for residential and commercial installations and will also soon place on the market small, portable room-cooling units.

\$150,000 Bus Station

With the completion of a new building, soon to be erected at a cost of \$150,000, at Cadiz and South Lamar Streets, Dallas will become Southwestern service headquarters for the Southwestern Greyhound Lines. Service facilities are now maintained in Fort Worth, from which point sixty mechanics will be transferred to Dallas with the completion of the new structure.

Contract for the building has been awarded to the Henger Construction Company. Work is scheduled to start in April. The building will be one story, fronting 400 feet on South Lamar Street and 150 feet on Cadiz Street. All buses in operation in the Southwestern division of the company will be serviced in Dallas when the transfer of facilities from Fort Worth is completed.

Houston Office Moved

Accounting departments of the Railway Express Agency in Dallas and Houston have been consolidated in Dallas with the transfer of the Houston accounting bureau to Dallas. All accounting for the entire Southwestern division is now concentrated here. Twelve families were moved to Dallas from Houston as a result of the consolidation.

Vinegar Factory for Dallas

All details in connection with the purchase of a large site on Maple Avenue, at Love Field, by Gregory-Robinson-Speas, Inc., of Paris, Texas, have been completed

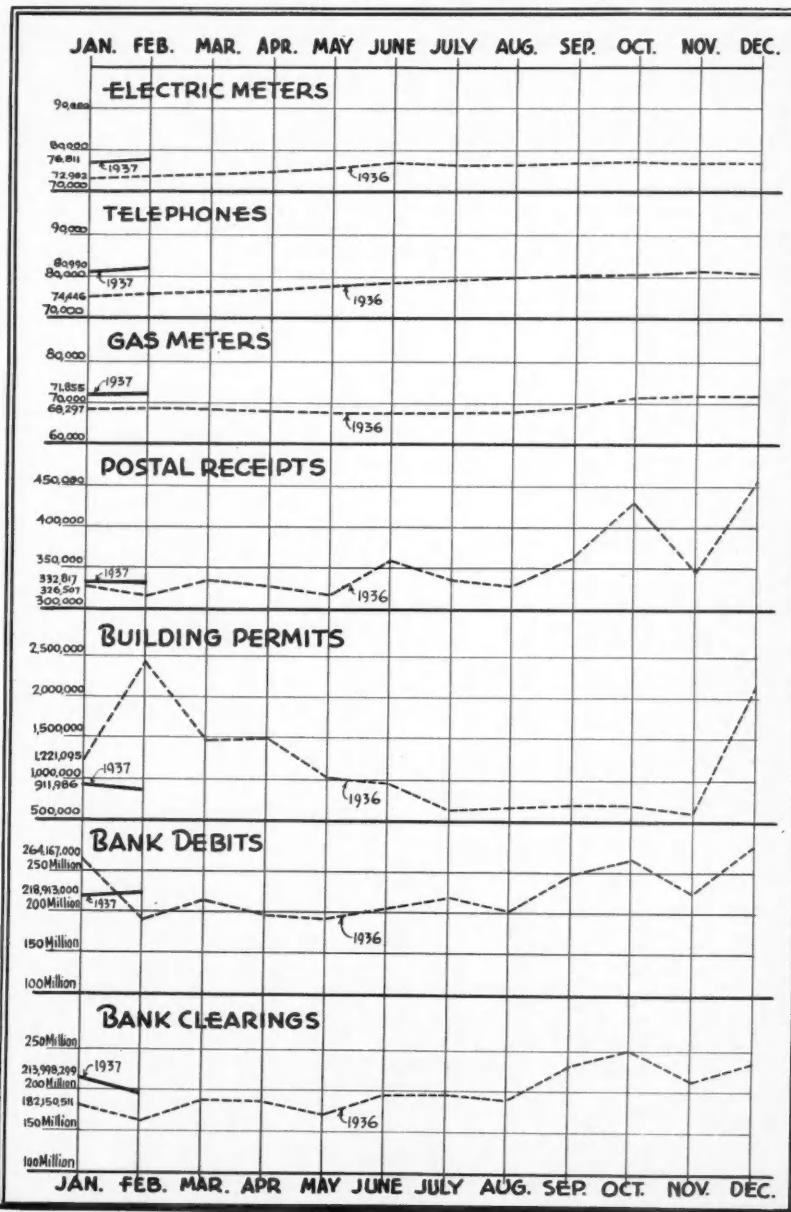
and work will soon start on a large vinegar plant on the site. Plans are now being prepared by the company. The new plant will be the largest vinegar factory in the Southwest. This is the second large industry announced in recent weeks for the Love Field district, the other being the plant of the Willard Storage Battery Company, work on which will start within a few weeks.

Insurance Firms Merged

Dallas becomes the home office location for another large life insurance company with the consolidation of the Republic Life Insurance Company of Dallas and the Public National Life Insurance Company of Little Rock, Arkansas. The new company is operating under the name of Republic National Life Insurance Com-

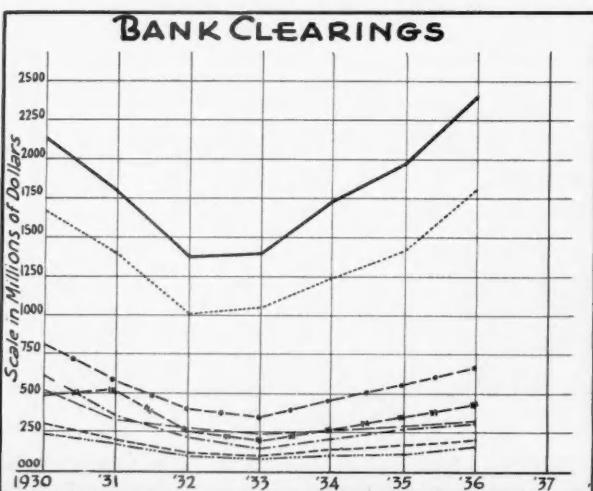
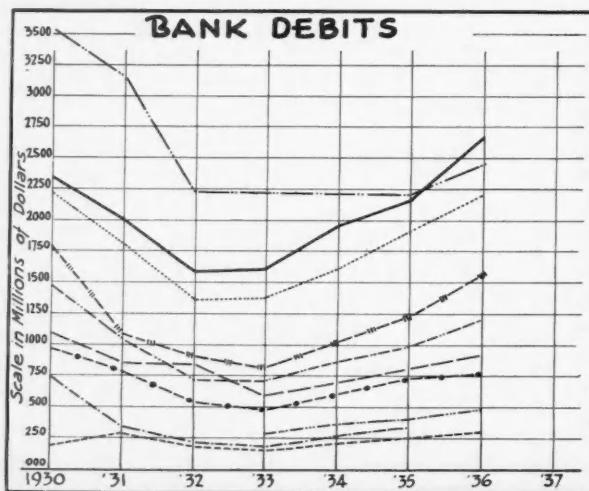
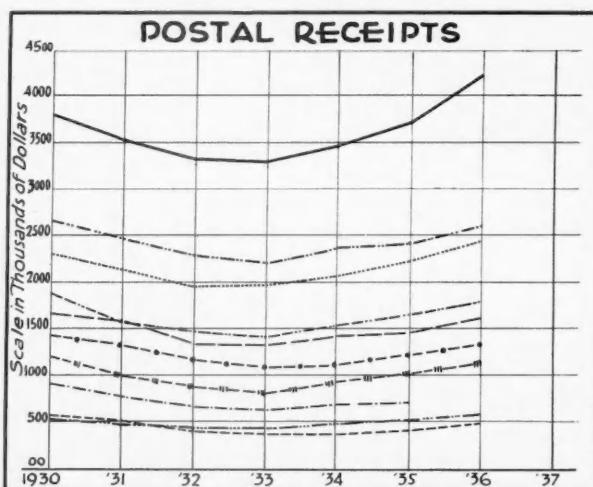
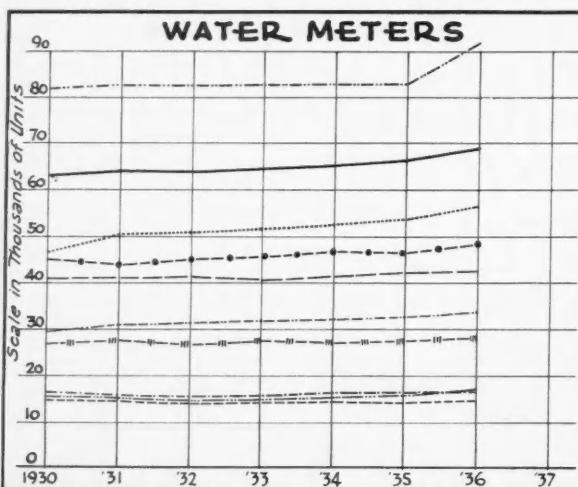
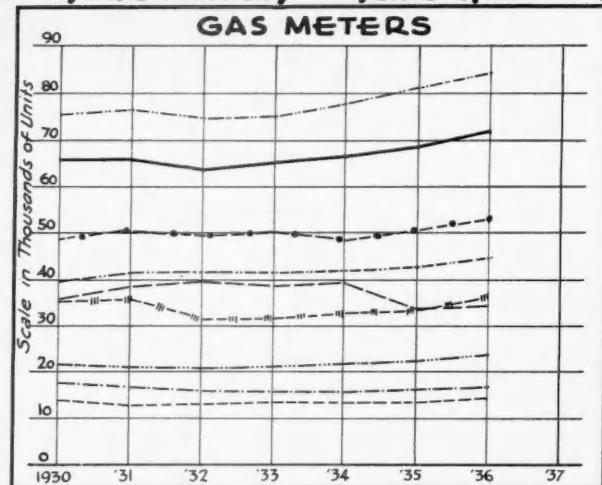
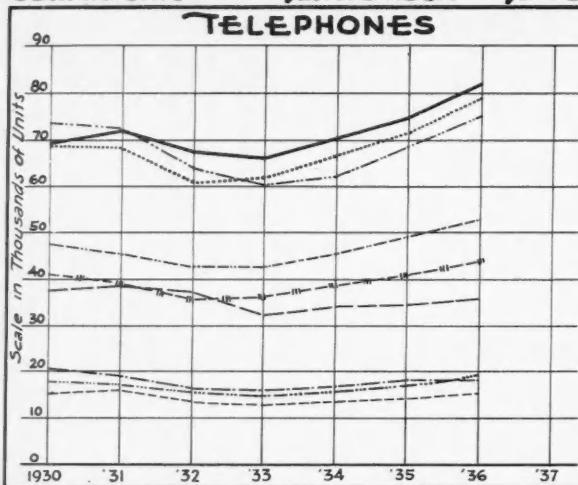
(Continued on Page 33)

DALLAS GROWS—Month by Month



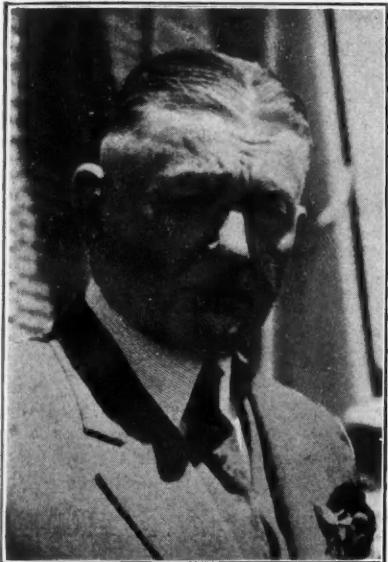
SOUTHWESTERN CITIES ARE GROWING AS SHOWN BY THE STATISTICS for 1930-1936 A 7 YEAR RECORD OF MAJOR INDICES.

Explanation: Dallas—, New Orleans—, Houston....., Ft. Worth—, Tulsa—, San Antonio—, Little Rock—, El Paso—, Oklahoma City—, Shreveport—, ...



Headliners of the Month

"Headliners" honors this month fall to John D. Middleton of Greenville, Texas, whose civic interests include service as director of the Pan American Exposition;



JOHN D. MIDDLETON
....a broad viewpoint



JO MIELZINER
....tops in entertainment

W. L. Prehn, general manager of the Southwestern Bell Telephone Co., which has announced it will spend \$2,460,000 in 1937 to expand its facilities in Dallas; W. V. (Smoke) Ballew, who for the second successive year carries the responsibility of general chairmanship on the annual Dallas business tour; and Jo Mielziner, foremost stage designer in America, whose promise is that the Pan American Exposition's Casino will be "absolutely tops."

1 1 1

In his home city of Greenville, Mr. Middleton stands like a Colossus in civic affairs. He is general manager of the Texas Refining Co., with headquarters in Greenville and with cotton oil mills and gins in many sections of the state. Always at his desk earlier than most of his employees, Mr. Middleton works untiringly and with unfailing energy. Any worthwhile civic enterprise always finds him able and willing to help.

He has served several years as a member of the board of the eleventh district Federal Reserve Bank of Dallas. Mr. Middleton is a director of the Pan American Exposition Corporation, and was also a director of the Texas Centennial Exposition Corporation. His broad viewpoint and tireless effort have made him of invaluable assistance in the staging of both expositions.

Active in the work of the East Texas Chamber of Commerce, Mr. Middleton is a former vice president of the organization. He is a member of the convention committee planning the tenth annual gathering of the East Texas Chamber, which will be held in Dallas April 25-27. His work on that committee has distinguished him as both an "idea man" and "action executive."

Mr. Middleton is a charter member of the Greenville Rotary and Lion Clubs.

1 1 1

No better indication of the rapid growth of Dallas and the Southwest can be found than in the announcement that the Southwestern Bell Telephone Co. will spend \$2,400,000 during 1937 to expand its facilities in Dallas.

General manager in Texas of the Southwestern Bell Telephone Co., and thereby largely responsible for the execution of this big expansion program, is W. L.



W. V. (SMOKE) BALLEW
....showmanship



W. L. PREHN
....\$2,460,000 for 1937

Prehn, one of the youngest executives of major corporations in the Southwest.

Mr. Prehn became Texas general manager of the Southwestern Bell Telephone Co. in 1926, when he was only 37 years old. He was born and reared in Webster Groves, Mo., near St. Louis and worked for his father in his general merchandise store while attending school. In 1908 he went to the University of Missouri, finishing four years later with the degree of B.S. in electrical engineering. That same

(Continued on Page 35)

Dallas Hotels Show High Ratio of Revenue to Rooms

DALLAS hotel revenue for the year 1935 equalled that of a city almost twice its size, according to a report of the new Census of Business series on hotels. Dallas, thirty-third city in population, ranked nineteenth in total reve-

nue received by its hotels with \$4,187,000.

Dallas was surpassed only by Houston, among cities of the South, in revenue received. Dallas ranged twenty-second in the number of available guest rooms, with

\$,775, and moved into nineteenth place in revenue received.

The Census of Business report shows that Dallas' 118 hotels employed an average of 1,814 workers. The total payroll amounted to \$1,069,000 in 1935, approximately \$590 per employe, excluding tips. Houston with 102 hotels, employed an average of 1,687 workers. The total payroll amounted to \$1,075,000, approximately \$630 per man.

New York City, of course, topped the list of United States cities in both the number of available guest rooms, with 115,796, and revenue received of \$106,321,000.

The following table lists the available hotel guest rooms in principal United States cities in 1935:

*Guest
Rooms*

<i>City—</i>	<i>Rooms</i>
New York, N. Y.	115,796
Chicago, Ill.	74,112
Los Angeles, Calif.	52,930
San Francisco, Calif.	49,821
Detroit, Mich.	23,692
Seattle, Wash.	22,520
St. Louis, Mo.	15,302
Kansas City, Mo.	14,381
Portland, Ore.	14,316
Philadelphia, Pa.	13,739
Cleveland, Ohio	13,305
Denver, Colo.	13,126
Minneapolis, Minn.	12,595
Washington, D. C.	12,033
Boston, Mass.	9,633
Oakland, Calif.	7,345
Cincinnati, Ohio	6,780
Houston, Texas	6,726
Indianapolis, Ind.	6,571
Milwaukee, Wis.	6,478
Pittsburgh, Pa.	5,884
DALLAS, TEXAS	5,775

The following table lists the revenue received in 1935 by hotels in United States cities:

*Revenue
Received*

<i>City—</i>	<i>Revenue Received</i>
New York, N. Y.	\$106,321,000
Chicago, Ill.	41,941,000
San Francisco, Calif.	16,762,000
Los Angeles, Calif.	16,357,000
Washington, D. C.	15,544,000
Boston, Mass.	12,919,000
Detroit, Mich.	11,876,000
St. Louis, Mo.	9,934,000
Philadelphia, Pa.	9,693,000
Cleveland, Ohio	7,780,000
Cincinnati, Ohio	6,520,000
Pittsburgh, Pa.	5,990,000
Kansas City, Mo.	5,700,000
Minneapolis, Minn.	5,565,000
Seattle, Wash.	5,200,000
Milwaukee, Wis.	4,409,000
Houston, Texas	4,397,000
Denver, Colo.	4,197,000
DALLAS, TEXAS	4,187,000

Good 'nuff to eat!



That's what our customers say about our food photos . . . but your photographic problems would look appetizing to us. Dial 7-3043 . . . ask for Frank Parker or Hence Griffith.



Illustration made for Metzger Dairies through J. M. Colville & Son

PARKER • GRIFFITH

Commercial - Illustrative Photography

2007 BRYAN

7-3043



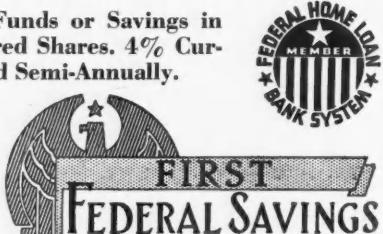
Invest Your Idle Funds or Savings in First Federal Insured Shares. 4% Current Dividends Paid Semi-Annually.

Organized 1925

DIRECTORS

J. Sid Pulliam
President
E. M. Pulliam
Vice-President
J. G. Morrow
Secretary

Solon Goode
Counselor
W. A. Thomas
G. B. Straughn
J. B. Dorr



219 North St. Paul Street 2-4689

LOANS ON DALLAS PROPERTIES

Good Terms
and
Options



Suite 802 Southwestern Life Building

E. H. DAVIS, Loan Agent

No
Brokerage
Charges

Phone 2-9066



Appraisal of Municipal Bonds

By C. D. SIMMONS

EDITOR'S NOTE: At the American Life Convention in Dallas, Mr. Simmons, Investment Officer of The University of Texas, generally conceded to be one of the best informed men on Texas Municipal Bonds, addressed the Financial Section of the Convention on this subject. We present here an excerpt from this address.

THE most fundamental question which requires consideration in the appraisal of a municipal bond, in Texas or elsewhere, has to do with (1) ability to pay and (2) willingness to pay. Though these factors involve wholly different yardsticks of measurement, yet the two are related, sometimes closely, sometimes only slightly.

Measures of the ability to pay include measurement of the debt burden and the taxable wealth of the municipality, the tax burden and the tax collection experience, the current operating condition, the type of administration, and the economic status and prospect. Texas is a great and growing State. Its resources are extensive and diversified. Some of them have just begun to be developed. All this however, is so well known to you as to require no elaboration.

Texas municipal net funded debt in 1932 averaged about \$120 per capita. This was about the same as the United States average. Assessed valuation in Texas was just over \$700 per capita, however, as compared to about \$1,300 for the United States. But it should be noted that county assessed valuations used for calculating the Texas per capita figure are known to be far below actual values, and that Texas municipal debt in relation to actual value of taxable wealth is not as far out of line with the United States average as the figures quoted might indicate. Furthermore, Texas is growing and developing, and a given debt burden for a growing State or a growing city is less likely to cause trouble than that same burden for a State or a city that has reached the peak of its development or has begun to decline.

Comparing Texas municipal debt to true taxable valuation is difficult, since the basis of assessment varies widely. Using the valuation actually assessed for State and county purposes as a base, the total net municipal funded debt is about 18 percent. Based on true valuation, the ratio would be under 10 percent. As to

the average situation for the entire State the debt burden is well within ability to pay. Individual counties, of course, show ratios at considerable variance from the average, and some counties represent relatively much stronger credits than others.

For the State as a whole, debt burden and tax collections give a favorable analysis, yet the relative merits of individual cities, counties and districts vary greatly. In studying individual situations in Texas the same analysis is required as in other States. In particular, overlapping debt must be investigated carefully to see that a multiplicity of taxing districts, each with a moderate debt ratio, do not overlap each other to produce a total burden beyond any reasonable ability to pay.

Willingness to pay is a factor much less tangible than ability to pay. The type of management of a municipality, the character of its citizenship, and the record of past performance, particularly in periods of financial stress, all give indications. Texas on the whole measures up well on all three counts. A study of the default history shows in the great majority of cases a willingness to pay just obligations to the full limit of ability. There have been exceptions, of course, and there will be again, but the percentage of such cases in Texas may fairly be expected to be low.

A comparison of Texas municipals marketwise with those of other States shows Texas names to have improved in recent years. The number of Texas names having active markets outside of the State has increased, and the spread between yields on the best Texas names and the leading names outside of the State is narrowing. In 1901 the *Bond Buyer's Index of Municipal Bond Yields*, based on 20 large cities recorded a yield of 3.10 percent, which low yields and the corresponding high prices stood as a record until this year. In 1901 the lowest quoted yield on a Texas municipal bond was 3.75 percent, and less than half a dozen names commanded that price.

On October 1 of this year the *Bond Buyer's Index* made the record low yield of 2.86 percent. At the same time several Texas names of maturities comparable to those included in the *Bond Buyer's*

Index were quoted at 2.75 percent to 2.90 percent, and there were literally scores of Texas names quoted closer to the index figure than were the best names in 1901. Much of the relative improvement in Texas names is due, of course, to the rapid development economically which has taken place in the State. Some of the improvement has been due to the good record which most of its municipalities have made in carrying out their financial obligations over a long period. The increasing amount of information on Texas municipalities now available to investors has helped, too, for it always improves the credit rating of a municipality entitled to credit to make available to investors full and complete information concerning its financial condition.

**INVESTMENTS INSURED
UP TO \$5,000**

**Dallas Building & Loan
Association**

Member Federal Home Loan Bank System

Texas Municipals
Donald O'Neil & Co.
INVESTMENTS
Republic Bank Bldg., Dallas 7-8387

**FULLY-PAID INVESTMENT
CERTIFICATES ISSUED**
\$100 to \$5,000

Insured by Federal Savings and Loan
Insurance Corporation, Washington, D.C.

CURRENT DIVIDENDS 4%

**METROPOLITAN BUILDING
& LOAN ASSOCIATION**
1400 MAIN STREET

Sabine Royalty Corporation
6% Sinking Fund Bonds
Phone 7-2529
McHENRY H. LEMMON, Branch Manager
Southwestern Life Bldg., Dallas, Texas



1900 CEDAR SPRINGS

ADLETA OFFERS YOU

a line of Store Fixtures designed and built to sell more merchandise PROFITABLY. Our designing facilities are at your disposal . . . No obligation . . . Call us today . . . Phone 2-4144.

ADLETA SHOW CASE AND FIXTURE MFG. CO.

DALLAS, TEXAS

Do You Act as Banker for Your Employees?

When you make an employee a salary advance or a loan to meet an emergency, you act as a private banker to him. Shift this burden to a bank where it belongs by sending your employees to our Personal Loan Department.

A personal loan to employees who need it to pay bills or meet emergencies is an investment in increased efficiency, for they cannot do good work with their minds disturbed over money worries. They can concentrate all of their indebtedness into one loan in our Personal Loan Department and repay it as they get paid.



Mercantile National Bank

In the Magnolia Building » » DALLAS

Latin American Trade

(Continued from Page 8)

ly to become irresponsible at home as he would be in Buenos Aires or Santiago. Those Americans who really make a success of their work abroad sail away from the United States with a lifetime task ahead of them. They may eventually be buried in strange graveyards, but their accomplishments will never die.

Yet, even in this there exists a grave danger. The sales manager of an American firm is generally a high pressure operator at heart. He looks at reports and sees that he is not doing as well as during the year previous. Immediately he commences to cry hungrily for business. He wants to put new methods into play and sometimes these are not acceptable abroad. Unless his ideas are adopted he complains bitterly. In the confusion the conscientious representative abroad, realizing how dangerous it is to adopt such means, sometimes loses his job after years of dedication and tireless effort.

At home, where it is possible to sit down and talk things over, the expression of the face, a smile at the right time, a gesture of the hand, contribute to adjustment.

There is, however, no smile in a letter and a cablegram, innocently written, becomes a slap in the face.

Confidence for Foundation

Upon such rocks American business has crashed times without number. Men are left high and dry in distant parts and afterward find their lot to be a hard one. Because of such complications the best men have refused the very assignments which, as properly filled, mean everything to the United States today.

Thus it is demonstrated that confidence, so essential to actual and real success in foreign markets, is equally necessary as between the home office and the men sent forth to pass their days under strange skies and in the face of little known conditions.

In fact foreign trade involves many elements almost unknown in the direction of affairs at home. Delicate points are involved and adjustment on the part of Americans, who now seek to dispose of the exportable surplus of United States factories, is just as necessary as it ever was to bring natives of other lands into harmony with the idea of dealing with America.

Until appreciation for the truth can be inspired and up to the time when people at home abandon the idea that the earth is flat because what they see seems flat,

(Continued on Page 30)

Business Review and Outlook In the Southwest

(The following review was prepared by the Dallas District Office,
Bureau of Foreign and Domestic Commerce.)

FOR the most part the various business indices in the Southwest are continuing to show improvement over the same period a year ago. For the Southwest, 1936 was a good year, and the fact that 1937 continues to forge ahead should be of encouragement to all fields.

During the week ending February 20, all reporting Dallas retail stores registered gains compared with the same week of a year ago, the gains ranging from .2 percent to 90 percent, with three-fifths of the stores having gains of over 21 percent. For the month of February the reporting Dallas retail stores registered gains as compared with February of 1936 ranging from 2.5 percent to 34.5 percent, with better than half the reporting stores showing gains of over 10 percent. For the week ending February 27 compared with the same week of last year one-third of the firms reported decreases, the range in the figures for the reporting group being from a decrease of 17.6 percent to an increase of 59.6 percent. However, one-half of the firms showed gains of over 20 percent.

109 Percent Gain

For the week ending March 6, retail stores for the most part registered gains. One-third of the stores, however, registered decreases. The range for all stores was from a decrease of 13 percent to a gain of 34 percent. However, almost half of the stores registered gains of better than 10 percent. For the week ending March 13, the Dallas retail stores had a rather wide range, from one store reporting the same as the year before to the best showing reported of 109 percent. However, 85 percent of the reporting stores registered gains of 10 percent or better. Sales in Texas department stores, according to the Bureau of Business Research, University of Texas, during January were up 12 percent compared with January of last year. The January sales, however, declined 55 percent from December, this decline being somewhat more than seasonal. Cities with an increase in sales during January greater than that for the state were Abilene, Dallas, El Paso, Fort Worth, Houston, and Port Arthur.

During February two large oil companies announced plans for the construction of a gasoline and carbon black plant in Moore County in the Texas Panhandle

area, the estimated cost of this plant to be \$1,500,000. A large storage battery company announced the completion of plans for the construction of a branch battery plant in Dallas, with the cost of the plant estimated at \$300,000 and reporting employment for approximately 60 persons. Contracts were awarded for the construction of the second unit of five buildings of the United States Narcotic Farm near Fort Worth, costing approximately \$496,000.

Building Permits Gain

The Bureau of Business Research reported for 36 representative cities in January a gain of 49.8 percent in the value of building permits over January of last year. The permits for the entire group amounted to \$5,800,000. The value of building permits in February compared with the previous February for a group of 25 North Texas and Oklahoma cities, including Dallas and Oklahoma City, showed a decrease amounting to 41.3 percent; however, on excluding Dallas and Oklahoma City, the remaining 23 cities showed a gain in the value of building permits of 65.7 percent. Exceptional building activities in Dallas and Oklahoma City in February of 1936 accounted for this showing. The value of permits for these two cities for 1937 totaled \$858,000 and \$376,000, respectively.

New automobiles registered in Dallas County during the week ending March 6 totaled 360, an increase of 6 percent over the previous week and 34 percent over the same week of last year. A record for the present year was established during the week ending March 13, when the sale of new cars in Dallas County totaled 460, a gain of 24 percent over the comparable week of last year. The Bureau of Business Research reports that February registrations of new cars in 14 representative Texas counties was down 6 percent compared with January and 9 percent compared with February of last year. February registrations for Dallas County, however, totaled 1,204, which was practically the same as for January but an increase of 3.5 percent over February of last year.

Other Lines Increase

Dallas wholesale distributors of electric refrigerators reported sales in January

(Continued on Page 26)



THE "Y and E" EMPIRE FILE

IN STEP WITH THE NEW DAY . . .
this line of Steel Files represents the greatest filing value ever to bear the label of any manufacturer.

IT IS THE PRODUCT OF MODERN DESIGN AND ENGINEERING SKILL, backed by an experience gained from years of leadership in the field of office equipment manufacture.

THIS LINE IS COMPLETE . . . two drawers, counterheight, four drawer and five drawer . . . card record and commercial bookkeeper's desk units . . optional inserts for every standard size of record . . varying combinations to meet YOUR requirements. LET US HELP YOU SOLVE YOUR RECORD FILING PROBLEMS . . PHONE

7-8585

**STEWART
OFFICE SUPPLY CO.**

STEWART BUILDING

Commerce at Lane Street



This Artist's Sketch Gives a Bird's Eye View of the Colorado River Watershed.

The Menace

(Continued from Page 7)

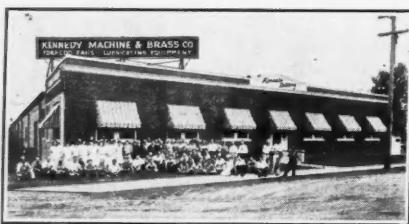
protected the soils of Texas with an armor of vegetation, native grasses, shrubs and timber, but with the increased demand for grain, cotton, corn and beef, a large share of this vegetation was removed. Today steep slopes are being cultivated up and down the hillside, pastures have been grazed completely bare and woodlands have been cut over and subjected to damage from over-grazing.

The present program of conservation in

Texas is seeking to ally the farmer on the side of nature. Land users are urged to retire steeply sloping areas to timber, to adopt the widespread use of legumes and other soil-binding crops, to control grazing, to plant strips of fibrous-rooted crops on the contour and to be more considerate in their use of the land in crop production. When necessary, fields are terraced to keep surface water on the land and pastures are furrowed on the contour to effect the same purpose.

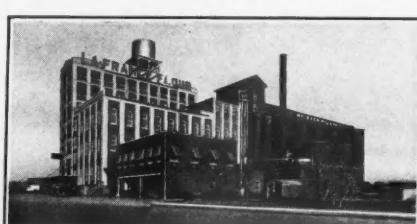
The widespread adoption of soil and water conservation measures has already resulted in some rather remarkable results

in widely separated areas within the state. Last year during the month of September, two record rains fell over the general watershed of the Colorado River in western Texas. Conservation practices had been widely adopted over 8,000 acres of land in the smaller watershed of the Concho River, one of the main tributaries of the Colorado. Although the two record rains sent the Colorado on a rampage of destruction, the land along the Concho that had been protected by conservation practices virtually held every drop that fell and there was no measurable loss of soil. Moisture penetration was greater



Machine Shop Work, Tool and Die Work, Aluminum, Brass and Iron Foundry. Polishing and Plating.

**KENNEDY
MACHINE & BRASS CO.**
3104 OAK LANE PHONE 4-6614 DALLAS

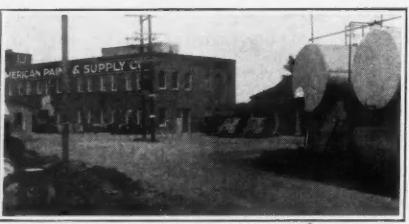


LaFrance Flour and Meal, Bran, Gray Shorts Hominy Feed, Drinkwater Flour for Bakers.

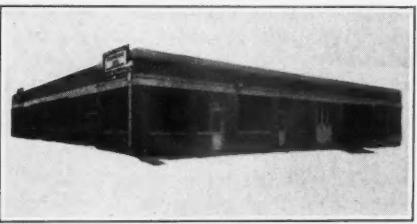
MORTEN MILLING CO.
916 CADIZ PHONE 7-3251 DALLAS



Gaylord Boxes
CATERED
MORE
TEXAS
OFFICE
FACTORY
Phone



Manufacturers of Paints and Varnishes
AMERICAN PAINT & SUPPLY CO.
P. O. BOX 2818
2850 N. HASKELL PHONE 8-4168
DALLAS, TEXAS



Established 1922
Manufacturers of Display Fixtures and Chromium Furniture
STANDARD FIXTURE, Inc.
Sales Room: 1006 Commerce St. Factory: 813-17 Powhatan
PHONE 2-5703 DALLAS



Waxed Paper, Setup Boxes
POLLOCK PAPER & BOX CO.
2236 SOUTH LAMAR



gives a Bird's Eye View of the Trinity River Valley

than 60 inches on all treated land and averaged only 36 inches on adjacent untreated acres.

Today more than 3,800 Texas farmers are cooperating with the Soil Conservation Service. These farmers have agreed to follow approved conservation plans on more than nine hundred thousand



Saltine Soda Cracker, Candy and Bakery Products

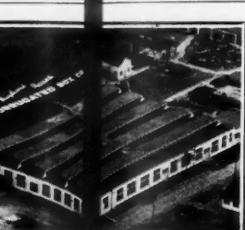
Brown Cracker & Candy Co.
603 MUNGER PHONE 7-8222 DALLAS



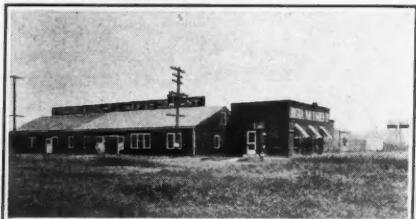
Gummed Tape
Twines
EXCELSIOR
(Paper and Wood)
Stencil & Marking
Supplies
Tackers and Paper
Fasteners
Staples
for all machines
Excelsior Pads
Adhesives

PAPER EXCELSIOR PACKING CO.

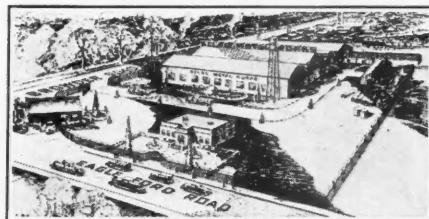
PHONE 2-6689 410 LATIMER ST., DALLAS



Corrugated and Solid
Cardboard Boxes
**Tex Corrugated Box
Company, Inc.**
Factory Phone 5-4105 - Dallas



Manufacturers of
"PROVEN QUALITY PAINTS AND VARNISHES"
No Better Made Anywhere by Anyone
Industrial Paint & Varnish Co.
P. O. BOX 1134 DALLAS, TEXAS



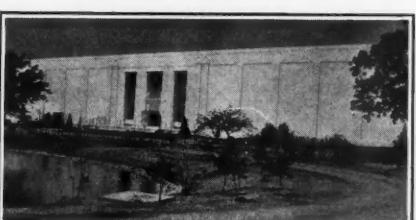
Culverts, Tanks, Garages, Silos, Cattle Dipping
Vats, and Sheet Metal Products

ATLAS METAL WORKS

1201 EAGLE FORD PHONE 2-5354 DALLAS



xed Paper, Paper Boxes,
Setup Boxes
LOCK & BOX CO.
LAMAR 5-4416 DALLAS



Dallas Museum of Natural History
Cream, Shell and Gray Texas Limestone

TEXAS CUT STONE CO.
5218 MAPLE AVE. PHONE 5-1773 DALLAS



Manufacturers of Accordion Packing Ring
High Pressure Packing and Specialties

THE TEXACONE COMPANY
Incorporated in Texas
DALLAS, TEXAS



**MRS BAIRD'S
BREAD**
Stays fresh Longer

OUTDOOR ELECTRIC ADVERTISING INCORPORATED

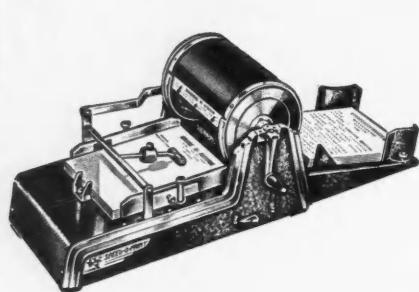
VIVID as fire in the dark! This compelling neon, spectacular 28 ft. by 18 ft. with its massive lighted clock, constantly tells all Cedar Springs travelers of Mrs. Baird's products.

Our monthly rental plan includes display, current, location, insurance, and complete maintenance

OUTDOOR ELECTRIC ADVERTISING INCORPORATED

WATTY THOMPSON, President
TELEPHONE 7-8575

GENE BOECKMAN, Vice-Pres.
2229 CEDAR SPRINGS



**\$3250
COMPLETE**

**Automatic Feed
Fully Guaranteed**

THE NEW STREAMLINED SPEED-O-PRINT

MODEST IN PRICE — PRACTICAL IN OPERATION

This is a full size Rotary Stencil Duplicator and uses standard letter or legal size stencils. See it in operation at our store. Any one can operate it. Every office needs it.

CLARKE & COURTS
OFFICE SUPPLIES • EQUIPMENT

1506-08 Young Street

Phone 7-8836

acres of land over a period of five years. County and local conservation associations have been organized in all parts of the state and in some areas such associations have purchased equipment suitable for terrace construction and are meeting their erosion problems through means of cooperation with each other, sharing the cost and sharing the work in equal amounts.

Soil erosion is not a native of Texas, nor a native of the United States. It was recognized as a menace from the day man first attempted to reproduce the bounties of nature. George Washington and Thomas Jefferson were pioneer soil conservationists, yet they did not represent the typical American farmer, nor was their foresight typical of succeeding generations.

A recent nationwide survey of land conditions in the United States disclosed that 50 million acres of once-valuable crop land have already been seriously impoverished or ruined for further agricultural purposes and that another 50 million acres is in a condition almost as serious. On still another 200 million acres sheet erosion and gullying are gaining rapid headway and will continue to ruin or impoverish land at a cost of \$400,000,-000 annually unless immediate corrective measures are adopted.

The Soil Conservation Service has been charged with the responsibility of developing practical methods for controlling erosion and with the responsibility of placing such measures before the greatest possible number of land users. The national Service took its program directly to the land, asking farmers in 43 states to convert their fields into a great national laboratory where practical measures could be applied and the results could be displayed.

More than 40,000 farmers are today cooperating with the Service in 156 such demonstrational areas, representing a total land area of approximately 10 million acres. Similar demonstrations are being made on land surrounding 450 CCC camps. The value of the national program, coordinated with all state and local agencies, is best explained by returning to the program being outlined for the Trinity watershed in Texas. In all parts of the country, farmers, business men, and professional men are taking inventory of their immediate land conditions and like residents of the Trinity basin, are planning to conserve and improve their natural land heritage.

Fun Spot

(Continued from Page 5)

Casino is over, the last day in October, there will be nothing new in the entertainment world to see.

Jo Mielziner will set the stage for Short's productions here. Mielziner's position on Broadway can be judged by the fact that he designed sets for Katherine Cornell's "The Wingless Victory," "High Tor," and "The Women,"—all current New York hits.

Our gigantic sports program, the other big entertainment value of 1937, is going to center the attention of sports fans all over the world on the international fair. All events planned so far will invite international participation.

Pan American Games

Our official sports staff includes Bob Humphrey, an athlete of the recent past and a ranking official of the Amateur Athletic Union and World Olympics Association, as director of Pan American Games and managing-director of the entire sports program. James Stewart, athletic director of Southern Methodist University, will be his assistant.

L. di Benedetto of New Orleans, A.A.U. track and field committee chairman, will call signals in the track and field events. The Pan American Games call for soccer, and sprints of 60 meters, 200, 400 and 800 meters; a 1,500 meter race and one 5,000 meters and a 65 meter high hurdles race. Field events are a 16-pound shot put, discus and javelin throw, pole vault, high jump and broad jump.

Qualifying heats in the international auto races, in which \$2,500 in prizes will be given, will be the most sensational ever held in this country, and will be the first time a list of qualifying prizes was ever offered in this country. The qualifying trials will be run July 24, 25 and 31 by all entries.

Thirty cars will be selected for the race Aug. 1 for the \$15,000 purse. Six South American drivers have announced they will compete—including the winners of the June 6 race in Rio de Janeiro.

Golden Gloves Tournament

Winners of the Golden Gloves Tournament to be fought Aug. 12, 13 and 14 will be the first undisputed amateur Golden Glove champions of the world. Victors in a Golden Glove contest now being held in Milan, Italy, will meet American Golden Glove champions in Chicago, previous to the Exposition opening.

United States representatives in the Pan American Games, June 30 to July 3, will be the winners of the national meet in Milwaukee. Track men from Chile, Peru,

(Continued on Page 27)

PAUL R. CLEGG
519 North Ervy Street
DALLAS
Telephone 7-1995

A CORNER IN THE SMART MURAL ROOM OF THE BAKER HOTEL

FOR ALL YOUR

Printing

REQUIREMENTS

Phone 7-9386

AND ASK FOR

B E R T J O N E S

B I L L Y H A U G H T O N

VICE PRESIDENTS

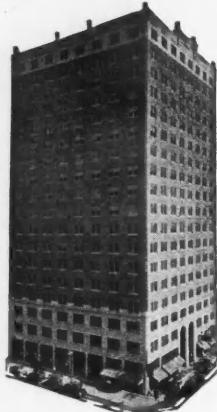
HAUGHTON  BROTHERS

3116 COMMERCE

PRINTERS

DALLAS, TEXAS

Phone 7-4396
Dallas Towel Supply Co.
 2511 Commerce Street—Dallas
 CHAIRS FOR RENT



Beautiful, substantial and modern, the Allen Building stands clear on all sides for light and ventilation. Equipment, service and reputation unsurpassed. Conservative in tenant selection.

ALLEN BUILDING
 Commerce and Ervay
 R. R. WILSON, Bldg. Mgr. Phone 2-9296

Welcome . . .

TO

**THE
 AMBASSADOR
 HOTEL**

DALLAS, TEXAS

NEW and MODERN . . ROOMS

APARTMENT-SUITES

All outside rooms

Combination Tub and Shower
 Bath.

Ceiling Fans, Steam Heat

South Ervay at City Park

C. A. (Sheff) SHEFFIELD, Mgr.

Telephone 2-9003

TELEPHONE COMPANY

To Spend \$2,460,000

THE Southwestern Bell Telephone Company will spend \$2,460,000 during 1937 to extend and improve telephone service in Dallas, C. L. Stewart, division commercial superintendent of the company, has announced.

"This development program of nearly \$2,500,000 is required for general expansion of the system here," Stewart said, "which, as a result of the 13,552 telephones gained in the last three years, was operating last year at closer capacity than in many years past. We passed the pre-depression peak in telephones here in January, 1936, and went on to gain 6,315 more during last year. Then in the first two months of this year, another 1,066 telephones were connected to bring the total here to 81,756, the highest point in the city's history, and the largest number in any city in Texas."

One of the major projects of the expansion program is the \$400,000 addition to the company's long-distance building at Haskell Avenue and Bryan Street. This four-story addition will be erected on the site now occupied by the old two-story section of the exchange. Razing of the old building will start immediately. The Henger Construction Company of Dallas will build the addition under a contract for the complete building awarded at the time of the erection of the first section.

In commenting on this addition, Stewart called attention to the rapid increase in the number of long distance calls in Dallas during the past few years. "In 1935," Stewart said, "1,402,482 long distance calls were made from Dallas. Last year the number of long distance calls had jumped to 1,952,691, an increase of 39 per cent. Dallas is the largest long

distance center in the Southwest, and this addition to the long distance exchange is necessary to provide for the increased volume of long distance calling we expect here."

More than \$665,000 will be spent to provide additional equipment and lines in six of Dallas' central office buildings. In the "3-8" central office adjoining the long distance office at Bryan Street and Haskell Avenue, approximately \$218,000 will be spent to provide 2,300 new lines, while \$116,000 will be spent to add 2,000 to the capacity of the "5" office at Oak Lawn Avenue and Irving Street. Additional lines will also be added in the "4" office on South Harwood Street near Grand Avenue, the "6-9" office at Ninth Street and Zang Avenue, the "2-7" office in the downtown telephone building, and in the "9-7" office at Lisbon.

Major additional outside lines will be constructed, at an estimated cost of \$332,000, in various sections of the city where increased building activity has accelerated demands for telephone service. Specific projects include cable and conduit construction along Greenville Avenue and Abrams Road, cable and pole line construction in the Highland Park West district, new underground cable along Preston Road and in the University Park district, Lemmon Avenue, and in the East University Park district. Additional aerial cable and pole line construction is also planned in the Sunset, Irwindell, and Kessler additions and along South Beckley Road.

In addition to these major construction projects, the company plans call for a general expansion of facilities which will affect every section of the city.

This is the architect's perspective on the \$400,000 annex to be erected to the Southwestern Bell Telephone Company's long distance exchange in Dallas.



« « « EDITORIAL » » »

Good Neighbors Across the Rio Grande

Neighbors Excursion to Mexico City last month. This first official visit to Mexico, sponsored by the Dallas Chamber of Commerce, achieved its primary objective of interesting Mexico in adequate participation in the Pan American Exposition at Dallas. It also achieved its secondary objective of bringing Texas and Mexican business leaders together to recognize and evaluate their mutual opportunities for trade.

The excursion was profitable from these standpoints. It will pay dividends in coöperative effort at the Exposition next summer, and it will continue to pay dividends in better relations between Mexico and the Southwest's commercial capital for many years to come.

In Mexico the Dallas Good Neighbors found a country rich in her own resources and civilization, a country which neither needs nor wants exploitation. The Good Neighbors found a country which is bravely moulding her own destiny. The goodwill ambassadors returned with a knowledge of Mexico's greatness and with better realization of the untold possibilities of two-way trade developments with Mexico and South America.

The Latin American Republics have long looked to London and Paris for their cultural and commercial influences. Texas and Dallas are closer, geographically, than the commercial capitals of the Old World. Whether Dallas is able to replace the Old World cities in Mexican trade will depend largely upon a consistent, sincere effort to understand and work with Mexico. The Good Neighbors tour of 1937 should be only the beginning of a real rapprochement for Dallas and Mexico.

The Trinity Must Be Canalized

New and more vigorous efforts have been started to secure canalization of the Trinity River. Tonnage surveys, a new and independent engineering survey and a coöordinated movement toward soil conservation and flood control in the rich Trinity valley are marshaling facts which should establish definitely the economic justification of the project.

Only facts, not ballyhoo, will "sell" the Trinity River project to those authorities upon whose decision it rests. There are abundant facts. No other undertaking has greater promise for the development of the Southwest; no other expenditure could bring greater benefits to a greater number of people or a more fertile region.

The Trinity's canalization is important to the entire

Southwest, not just to Dallas and Fort Worth. General support is merited for the gathering and submission of economic data vital to the project.

Welcome to East Texas

Dallas this month welcomes the East Texas Chamber of Commerce, gathering for its tenth annual convention.

The East Texas Chamber is the instrumentality of progress for one of the richest economic areas in the United States. In its relatively brief existence, the East Texas Chamber has accomplished great things for that section of Texas, and through the progress of East Texas the entire state has benefited.

In assuming the role of host city to the East Texas Chamber of Commerce Dallas gives expression to that hospitality and good neighborliness which the city holds for every section of the Southwest. Dallas has always felt particularly close to East Texas because of geographical proximity and countless other ties; but Dallas also feels—and expresses, at every opportunity—the same kinship for West Texas, South Texas, New Mexico, Oklahoma, Arkansas and Louisiana.

If Dallas' greatness were restricted to a single distinguishing characteristic, it would be her entire freedom from sectional outlook. For many years the Dallas Chamber of Commerce has built its programs upon the policy that if Dallas helps build the Southwest, the Southwest will build Dallas. The welcome to Dallas' multiplied thousands of East Texas friends again provides an opportunity to emphasize the unity of the Southwest, and Dallas' friendship for all of its component parts.

With an Eye on Austin

The crises and the fear have passed but many of the demands for ill-advised legislation persist. The threat of

penalty taxes, in particular, hangs over the head of revived business and industry. Texas business men are reading with anxious eye the news from the legislature at Austin. A mis-step in taxation at this time would do irreparable damage to the State's future. Texas must be kept free for natural development; any form of taxation which would place Texas industries at a disadvantage in competition with those of other states would be folly beyond belief.

Neither the Chamber of Commerce, nor *Southwest Business*, which it publishes, attempts to meddle in the councils of government. There can be no harm, however, in recommending that any consideration of legislation should be undertaken with this principle of free development of the State in mind.

BARROW, WADE, GUTHRIE & CO.

(Established 1883)

Accountants and Auditors

DALLAS, TEXAS

711 Santa Fe Building
Telephone 7-6259

HOUSTON, TEXAS

1421 Esperson Building
Telephone Capitol 6515

OTHER PRINCIPAL OFFICES

New York, N. Y.
Chicago, Ill.
Boston, Mass.
Philadelphia, Pa.
Utica, New York
Detroit, Mich.
Cleveland, Ohio

San Francisco, Cal.
Los Angeles, Cal.
Seattle, Wash.
Portland, Ore.
Baltimore, Md.
St. Louis, Mo.
Tulsa, Okla.

Montreal, Canada
Toronto, Canada
Mexico City, Mexico
Buenos Aires, Argentine
Rio De Janeiro, Brazil
Para, Brazil
Sao Paulo, Brazil
Melbourne, Australia

London, England
Manchester, England
Glasgow, Scotland
Paris, France
Berlin, Germany
Hamburg, Germany
Antwerp, Belgium
Sydney, Australia

Fun Spot

(Continued from Page 23)

Brazil and Argentina who compete at Rio de Janeiro in May will send their top men to Dallas for the Games. Winners in this event will be champions of the Western Hemisphere.

William W. Davies, a newspaper man for 15 years in the Argentine, who has been named Chairman of the Pan American Sports Committee, is now in South America contacting soccer clubs and athletes to participate in the Games.

There will be nothing niggardly about either our sports or entertainment features. With the lighting of the Victory Flame above the Triumphal Arch, being erected at the main entrance to the huge Cotton Bowl within the grounds, the Pan American Games will be opened with all the inspiring dignity and pomp of the world Olympics.

If you dance, dine, like the thrill of hearing a starting gun responded to by athletes famed the world over, or if you prefer just relaxing and watching gorgeous spectacles unfold before your eyes —we can promise that a visit to this year's international fair will be an exciting adventure.

EDITOR'S NOTE: George Preston Marshall, the Pan American Exposition's \$100,000 entertainment and sports director, who looks more like a full-back than a showman, turns almost everything he touches into a box office success. He has been front page and magazine copy for a decade, beginning with his man-
ership of William R. Hearst's Washington Times.

Marshall has loosed all his contagious enthusiasm and showman's ability on his entertainment and sports projects for the international fair, which is good enough grounds for the prophecy that visitors will leave the fair talking of the splendor that lies within its gates.

Dallas Bonds Bring Premium

The City of Dallas sold on February 26, \$450,000.00 Street Opening and Widening Bonds to Lazard Freres, Inc., New York, and the First National Bank of Dallas, jointly at a price to yield 2.69 percent. The bonds carry a 2½ percent interest rate. Prior to these bids the best offer given the City was a price to yield 2.9 percent on bonds offered for sale January 10, 1936. The \$50,000.00 2½s are being reoffered at prices to yield from .70 percent on bonds due 1938 to .94 for bonds due 1967.

Continued Substantial Progress

	<i>Premium Reserve</i>	<i>Policyholders Surplus</i>	<i>Assets</i>
January 1, 1935 . . .	\$1,873,028	\$4,227,994	\$6,395,231
January 1, 1936 . . .	2,046,324	4,583,796	7,508,772
January 1, 1937 . . .	2,121,180	4,742,889	7,912,462

Over a Third of a Century Old

REPUBLIC INSURANCE COMPANY

Fire **Dallas, Texas** **Allied Lines**

Men Who Direct



The twenty-five directors of this bank are successful business men who know and understand the needs of this great section. They lend their long experience and mature judgment to the operation of this bank, directing their energies and the bank's resources toward the building of a greater Southwest.

FIRST NATIONAL BANK

in Dallas — MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Chairs for Rent

FOLDING CHAIRS

Also Tables With Detachable
Legs for Conferences and
Public Meetings

Cannon Ball Towel Supply Company

2011 Orange

Phone 2-9083

AFFILIATED NATIONAL HOTELS

PREFERRED STOPS

IN SEVEN STATES

at CLOVIS, N. M.

Hotel CLOVIS
New Mexico's Tallest Tourist Host.
Moderate Rates . . Excellent Food.

in TEXAS

Hotel STEPHEN F. AUSTIN	Austin
Hotel SETTLES	Big Spring
Hotel BROWNWOOD	Brownwood
Hotel SOUTHERN	Brownwood
Hotel LAGUNA	Cisco
Hotel CLIFF TOWERS	Dallas
Hotel DONNA	Donna
Hotel CORTEZ	El Paso
Hotel TEXAS	Fort Worth
Hotel BUCCANEER	Galveston
Hotel JEAN LAFITTE	Galveston
Hotel CAVALIER	Galveston
CORONADO COURTS	Galveston
MIRAMAR COURT	Galveston
Hotel LUBBOCK	Lubbock
Hotel FALLS	Marlin
Hotel GHOLSON	Ranger
Hotel CACTUS	San Angelo
ANGELA COURTS	San Antonio

in ALABAMA

Hotel THOMAS JEFFERSON	Birmingham
------------------------	------------

in LOUISIANA

Hotel JUNG	New Orleans
Hotel DESOTO	New Orleans

in MISSISSIPPI

Hotel RIVIERA	Biloxi
---------------	--------

in NEW MEXICO

Hotel CLOVIS	Clovis
--------------	--------

in OKLAHOMA

Hotel ALDRIDGE	Wewoka
Hotel BELMONT	Oklmulgee
Hotel HUBER	Muskogee
Hotel SAPULPA	Sapulpa

in VIRGINIA

Hotel MOUNTAIN LAKE	Mountain Lake
---------------------	---------------

East Texas

(Continued from Page 12)

diseases of a similar type so prevalent throughout the Southern states. Education and a proper understanding of sanitary needs have been the greatest contributing factors to the success attained.

The chamber has taken a leadership in soil conservation and flood control work. An important phase of this year's program is the development of the feeder-breeder movement. It has been demonstrated conclusively that high grade beef cattle may be finished in East Texas. Plentiful rainfall insures an unfailing supply of feed crops and grass. Outstanding in this respect has been the permanent pasture campaign of the last five years. Many cattle men who have such pastures count on only one acre of land to sustain a steer with very little supplemental feed until the final finishing period when they are sent to market.

With a decade of accomplishment behind it and a unified membership thoroughly believing in the value of the regional organization, the next few years should be the most profitable from a development standpoint ever experienced in the East Texas area. Much remains to be accomplished and the business interests of the larger Texas cities will be as interested in the success of this program as are the leaders of the smaller East Texas communities. Dallas, because of its location and complete market, perhaps will receive a greater share in the benefits of East Texas development than any other major city in the state.

Activities Summarized

The activities of the present year are summarized by Mr. Harrison in the following order: 1, improved cotton grade and staple; establishment of cotton research; 2, support of oil conservation laws and equity in taxation; 3, improvement of public safety and cutting of the death toll on East Texas highways; 4, continued farm diversification—truck crops, beef cattle, dairy industry, hog raising, poultry raising and the planting of home orchards; 5, establishment of a wood pulp newsprint industry; 6, coöperation with soil erosion work and flood control projects; 7, coöperation in the development of East Texas industries; 8, continue to stress public health work; 9, continue fire prevention program; 10, again conduct community achievement contests and coöperate to improve and develop the small towns; 11, continue tax surveys and coöperate in constructive tax reduction programs; 12, enlarging of facilities to clear legislative information pertaining to East Texas and East Texas industries and keeping the membership informed on legislative trends; 13, work with other agencies for the establishment of a Texas Farm Chemurgic Council.

300 GUEST ROOMS

**are now being
AIR-CONDITIONED**

. . . available about May 15th

The . .

MURAL ROOM

CRYSTAL BALL ROOM

MEZZANINE LOUNGE

COFFEE SHOP

CAVETERIA

**are
already**

AIR-CONDITIONED

Completion of the program now under way will give the Baker Hotel one of the largest, most efficient installations of "weather control" in the entire country.

BAKER HOTEL



**AERIAL PHOTOGRAPHY
INDUSTRIAL PHOTOGRAPHY**

LLOYD M. LONG

P. O. Box 1018 Dallas, Texas Tel. 7-1986

500,000 Men

(Continued from Page 10)

still in the crown, is removed from the steamer an assistant operator loops a heavy cord around the base of the crown at the brim, and pulls it tight with a slip knot.

Electric Ironing Machines

The body is then placed on an electric ironing machine. The ironing machines come in batteries, usually six irons to the battery. As the hat body revolves, the hot iron passes over the felt surface. Operators wet the hats with sponges as the ironing continues. Ironing of the bodies requires 5 to 10 minutes—the longer the process the better the product.

Next in the manufacturing process is sanding of the felt. Some of the sanding is done by machines but much of it is necessarily by hand. Just the right amount of excess fur must be removed with very fine sandpaper; too much sanding will ruin the felt and too little will leave it stiff and unpliant. The sanding operators are the highest paid workers in the factories, for they must know almost instinctively exactly when their work on a hat is finished.

After the sanding the hats are placed under hydraulic pressure, in machines similar to those in which the bodies are first steamed. Cutting of the brims to the proper width, stitching in of the hat band, and placing of the ribbon complete the manufacturing process. The hats are then packaged and placed in the warehouses for shipment against orders, or for jobbing.

Wool felts also are used in the bodies of hats. Generally speaking they are a cheaper product, not as soft and pliable as the fur felts, and selling for less money. The manufacturing process for wool felt hats is in most respects similar to that on fur felts.

From \$1.95 to \$10

Dallas factories turn out hats which retail from \$1.95 to \$10. The greatest volume is in hats around the \$5 retail price level. In several instances the Dallas manufacturers have developed hats and staged promotion campaigns which won for them national recognition and publicity.

Incidental to the manufacture of men's hats is the manufacture of caps for men and boys. This phase of the business—and not all of the Dallas hat factories manufacture caps also—is entirely secondary to the hat business.

The Southwestern tradition of fine hats has been perpetuated for many years by

the Davis Hat Co. Not only was the Davis Co. a pioneer in the field, but several decades ago it undertook a costly and comprehensive advertising campaign from which the firm is still reaping big dividends. Since the establishment of the Davis Co. early in the twentieth century, its hats have been among the best known in America.

S. G. Davis founded the Davis Hat Co. It was later purchased by M. M. Blakeney, and then sold to Oscar Davis. In 1929 the firm was purchased by Henry P. Willard, who is president of the Willard Hat Co. Today the firm has its own factory quarters at 714 Commerce Street, and its hats are sold as far west as Montana, in all of the Southwestern, Southern and Middle Western states. It has a large volume of business, particularly in the more expensive lines of hats.

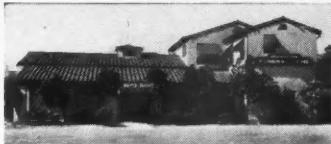
Old Name Perpetuated

The Willard Hat Co., which is allied with the Davis Hat Co. in that Mr. Willard is president of both firms, is the successor to the Kinsella Hat Co., an outgrowth of the wholesale hat department of Sanger Brothers of Dallas. The late W. J. Kinsella was wholesale hat buyer for Sanger Brothers, and when the firm determined to discontinue its wholesale lines Mr. Kinsella purchased the stocks and goodwill of the hat department. Mr. Willard had been employed in the retail hat department of Sanger Brothers, and when Mr. Kinsella purchased the wholesale hat business he employed Willard as a traveling salesman. With the Sanger Brothers business, Mr. Kinsella inherited the trade name "Buckskin Felts," which had been a symbol of hat quality in the Southwest for many years.

Mr. Willard organized the Willard Hat Co. and purchased the assets of the Kinsella Co. in March, 1922. He is now president, W. A. Ballard is vice president, and R. Tobolowsky is secretary-treasurer. The Willard Co.'s sales offices, display rooms and factories are housed in its own five-story building at Commerce, Austin and Jackson Streets.

In addition to the manufacture of its own lines of hats, the Willard Co. is jobber for other, cheaper lines manufactured in other cities. It has one of the largest volumes of business of any hat manufacturer in the Western half of the United States.

Willard salesmen cover nearly half of the country, and Willard Buckskin felts are sold as far west as California, and throughout the South and Middle West. The firm makes its own hat bands and



Revis-Suggs Funeral Home

FUNERAL DIRECTORS - EMBALMERS

1001 Second Avenue

Telephone 4-2424

Dallas, Texas

TRUETT REVIS

BERT L. SUGGS

"Deserving of Your Consideration"

The Willard FEATHERWEIGHT



Head into Spring in this smart hat, made of light weight Willard Buckskin Felt, famous for half a century for durability and lasting good looks.

Made in a variety of popular Spring colors, the FEATHERWEIGHT is the ideal hat for casual, all-round wear through Spring and Summer.

WILLARD HAT CO.

714 Commerce — DALLAS



DAVIS HATS for Spring are smartly styled from light or regular weight Davis Felts. Pictured above is the AVENUE, a spirited, clean-cut model in a variety of colors for wear through the entire summer.

DAVIS HAT COMPANY

715 Jackson — DALLAS



*What does the
Port of Beaumont
mean to you?*

To shippers and receivers in Dallas and the surrounding Southwestern territory it means fast dependable shipping service.

Coastwise service second to no other port. Intercoastal canal facilities. World wide export range. Exceptional advantages to Pacific coast shippers.

Call us at our Dallas Office for any shipping information. Dial 2-7917.

THE PORT COMMISSION BEAUMONT, TEXAS

R. T. Behannon, *Southwestern Representative*
915 Cotton Exchange, Dallas, Texas

O. L. Caywood, *Port Director*
Beaumont, Texas

other accessories, and has a separate cap manufacturing department.

The Willard hats range upward in price to one line selling for \$72 per dozen wholesale. In 1936 the Willard Co. obtained national publicity through development and promotion of the Centennial hat fad, and tens of thousands of these ten-gallon type sombreros were sold throughout the country.

An over-supply of Homburgs and a sudden change in fashions started Harry Rolnick into the men's hat manufacturing business in 1925. He and his brother had operated the firm of Rolnick Brothers, hatters and renovators, in Dallas from 1917 to 1926. When the fashion of narrower, turned up brims hit about 1925, Harry Rolnick decided to buy some blocks and convert the stock on hand into the new fashion. The manufacturing venture started in basement quarters at 1616 Main Street. The following year M. E. Florence and the late Nathan Florence became interested in the enterprise and it was incorporated as the Florence Hat Co., with capital stock of \$60,000. In 1928, after Nathan Florence's death, the Florence interests were sold, the name was changed to the Byer-Rolnick Co., and the capital stock was increased to \$100,000.

Complete Manufacturing Plant

In 1933 the firm moved to its present quarters in the modern factory building at Jackson and Poydras Streets. The firm makes its own hat boxes and does its own printing.

E. R. Byer is president, Harry Rolnick is vice president and general manager, Archie A. Albert is vice president and Gus Rolnick is secretary-treasurer.

The Byer-Rolnick Co. has achieved national recognition through its development of the "Resistol" sweat-proof hat. Perfection of the Resistol hat has required seven years, and today the Resistol is unconditionally guaranteed to be sweat-proof. The leather band in the Resistol hat is not attached directly to the hat itself, but to a rubberized fabric that folds over the thread and prevents the felt's absorption of sweat through the thread. This arrangement also allows the leather band to conform to any irregularities in head shape, while the hat itself holds to its neat oval. Since development of the Resistol Hat, the Byer-Rolnick Co. has shown a sales increase of 52 percent in less than a year. The Byer-Rolnick Co. has also followed a policy of holding to certain quality standards in its hat lines, preferring a fluctuating price to fluctuating quality as material prices advance or decline.

The Bradford Hat Co., with its factory in the L. O. Daniels Building, was established a year ago as a subsidiary of the Byer-Rolnick Co. L. A. Paul is sup-

rintendent of the factory, which is entirely separate and distinct from the Byer-Rolnick factory. The Bradford Co. specializes in wool felts for the less expensive lines of men's hats.

The Rolnick Hat Co. was established by George Rolnick in 1933. It occupies large factory quarters at 1106½ Commerce Street, and has distribution throughout the Southwestern states. The firm specializes in the manufacture of quality fur felts, and has several times increased its factory capacity to take care of expanding business.

Because of the necessity of ordering bodies and other materials, the men's hat manufacturers work several months in advance. The Dallas factories are now completing their fall lines, and their salesmen will be on the road this spring with the complete lines for fall and winter. The hats will be manufactured against orders and placed in warehouses for shipment in August and September.

Latin American Trade

(Continued from Page 18)

the foreign trade of America carries an almost insurmountable handicap.

Yet south of Texas lies a continent whose real development has just begun. The nations of that vast section owe us money. We must develop trade with them if vast sums loaned are to be repaid and if the output of American factories is to find a market. In such a case there exists no way to escape the obvious responsibility.

What are we going to do about this? Are we going to accept the broad outlook upon foreign trade or are we going to remain localized and hold to a restricted vision?

Two-Way Trade Treaties

Reciprocal trade treaties are now being negotiated. Never before—even in the best years—has our country stood so high in the estimation of the Latin nations of this Hemisphere. Certainly the opportunity is there even if the responsibility is not recognized. And, with the Greater Texas and Pan American Exposition, Dallas and Texas may help to make the situation clear in all its aspects.

Certainly, too, if Texas trade is to be developed abroad, now is the time to commence, probably through a trading company to represent many industries. Yet, before any such an experiment is tried, it remains to be accepted as an axiom that the trade developed must be upon the highest ethical lines and that, before large profits can be expected, the business at hand is to be such as to command the confidence and the respect of that part of the world to which it is extended.

In the name of the British Empire the

en-
the
Co.
ex-

shed
pies
com-
ion
The
e of
mes
care

ring
hat
in
now
les-
with
ter.
inst
hip-

e

an

ent
un.
use
them
and
s to
ists
nsi-

this?
ook
re-
ted

ing
the
high
es of
un-
y is
nter
Dallas
ua-

be
to
ing
ries.
t is
an
be
hat,
the
om-
of
ex-
the

ss

MEMORANDUM TO MR. ADVERTISER:

Dear Advertiser:

Predicting the results of advertising sometimes is like trying to predict Dallas weather. Uncertain? Not necessarily. Depends on how you display your message. If you have read this far it may be because of the slant. Perhaps your copy, too, needs a new slant. Or perhaps it needs illustrating. We want to help you get more results. Call us up for a show-down. Dial the number below.

Cooperatively yours,
HUGH CARGO.

HUGH CARGO
Top o' the Allen Bldg.
DALLAS, TEXAS



Wholesale Merchants Building

The pivotal point of the Dallas Wholesale Market. Space available in small or large units at very moderate rentals.

912 Commerce Street
Phone 2-3725 Dallas, Texas

British Board of Trade controls such trade for England. Bad practice is not only discouraged but rigorously suppressed. American business men have no such instrument for the enforcement of trade ethics and so, in entering into foreign trade, they accept the responsibility individually. This applies not alone to their own business but to all business. Any questionable practice on the part of one single firm reacts with force against them all.

Thus it appears that statistics and Department of Commerce circulars represent but a small part of the story. Certainly those reports are valuable, but they are abstract and suggestions offered remain to be adopted in the most complete appreciation for the point of view of others. Any false conception of the fundamentals behind the idea of foreign trade renders the purpose impractical if not impossible.

Tariff Boomerang

In the consideration of the problem the tariff must certainly be taken into full account, especially as applied to the raw products of South and Central American countries.

When the tariff became a major issue in the campaign of William McKinley, it was represented as a means of protection for infant industries. Today those same industries are actually trying to sell abroad and the tariff, originally conceived in their behalf, becomes a boomerang.

In some classifications adjustment is relatively simple. In others, as for example chilled meat, wide differences of opinion exist. In this Texas is vitally concerned.

Yet the fact remains that, with such high prices for meat at home, the consumption of meat has been measurably reduced. For a period this reduction became actually alarming.

As a result of this, cattle were left to starve upon dry ranges. Unable to sell their steers, ranch owners earned no profit. Without profit, the value of their lands became less. Mortgage holders intervened and the industry was fairly bankrupt.

Thus it is shown that a tariff which is too high tends to the destruction of the very ones it is intended to protect. In this case it so sharply reduced consumption that a menace was created. It extended to the very value of the property used for grazing cattle.

It is this situation which the celebration of trade treaties seeks to correct. Obviously, too, a one-way trade with foreign nations cannot be sustained. The

(Continued on Page 33)

Beautifying DALLAS

Our extensive program of beautifying outdoor advertising locations includes landscaping and planting that are converting drab areas into beauty spots.

Such improvement not only increases the value of the advertising but aids in the beautifying of Dallas.

*See the improvement
at McKinney and Orange*



CORDER'S VERI-BEST BREAD
100% WHOLE WHEAT
or
PECAN LOAF
You'll Like It

CORDER'S
BREAD

CORDER'S
BAKERY

3013-15 Colonial Avenue
Phone 4-1054

LIFE INSURANCE WEEK

May 17th to 22nd

Southwest Business will feature Life Insurance in its May issue.
Reserve your advertising space now by telephone 7-8451, Southwest Business.

BONDED AND INSURED
Maple Ave. Transfer Co.

5331 Maple Avenue
Phone 5-0338

12 approved trucks and vans to serve you. Household, oil field and livestock transportation.

COOL OFF your OFFICE

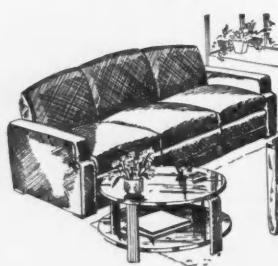
*...with a portable
Air-Conditioning
Unit...*

In summer temperatures—stifling with heat and humidity—efficiency lags and fatigue sets in early. Bodily comfort yields an amazing influence on the human disposition.

See how little these portable units cost...what cool comfort they provide...and how economically they operate.

Call 2-9321 for suggestions and advice.

**DALLAS POWER &
LIGHT COMPANY**



Yours Home
tells what you are

Neither you, nor your men friends, notice its appointments particularly. But to your wife, and theirs, it speaks of material success much louder than words can. Let it speak truthfully.

Fakes & Co.

Acidizing Revives Dying Oil Wells

(Continued from Page 11)

This represents, however, a boon rather than a drain on Southwest industry as a whole, due to the mutual benefits of this interdependence of natural resources of the region through the economy of their availability.

Intra-regional freight business, at around \$6.50 per ton on the acid, has profited considerable from this exchange, too. Similar examples of natural resources' interdependence are the big part played by sulphuric acid—also produced from Texas sulphur—in the refining end of the oil business, and by Texas fuller's earth in refining vegetable oils produced in the state.

Acid treating is a simple and not especially risky operation, performed usually by crews working out of one of a score of treating stations, most of them located in Texas, Oklahoma and Kansas. There are probably not more than 100 qualified "treating engineers" in this new industry, and no technical schools as yet have courses teaching it, though several touch upon it. The average treating expedition is about a 125-mile round trip, though crews have gone all the way to Alberta, Can., to do a job.

Probably the greatest obstacle to development of successful acid-treating operations has been the natural tendency toward corrosive action of raw acid on tubing, casing, and all other metal equipment. The conquering of this problem by using "inhibited" acid—acid to which materials have been added that prevent corrosion of metal without interfering with normal effectiveness of the acid on rock—has been the most decisive factor



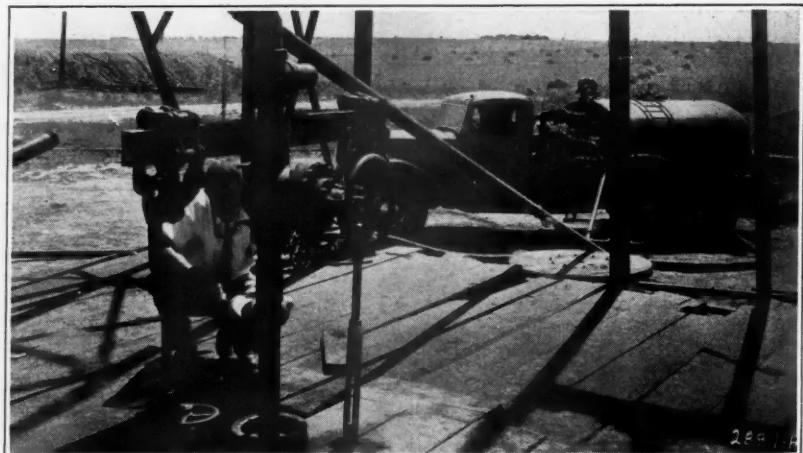
In this laboratory the acids are tested for "channeling" ability.

in universal acceptance of acidizing as standard practice.

In scores of applications over the last three years, acid-treating has shown ratios as high as 10 to 1 in dollar return on actual oil yield—to say nothing of increased long-time recoverables due to its use, and savings in the matter of spacing wells farther apart over a given field.

One of the major effects of the acceptance of acid treating has been a return to production of many wells from which the sand-borne oil has been exhausted, and re-opening the wells at new levels where original drilling records showed oil-bearing limestone. In many cases these lime strata were passed up originally because they were considered less desirable than sand as sources of oil. Re-working at lime levels, after acid treatment, has given new life to many abandoned wells.

An ingenious "gun," invented just two years ago, is used to perforate the old casings of such wells at the new levels.



An acidizing truck unit is shown drawn up to the oil well, ready for the "hypodermic injection."

Dallas Business

(Continued from Page 13)

pany, with offices in the Medical-Dental Building, in Oak Cliff.

Officials of the company are Thomas P. Beasley, president and general manager; Thomas H. Galbraith, vice president; O. L. Burger, vice president in charge of investments; C. E. Hasting, secretary-treasurer, and O. R. McAtee, director of agencies.

The company has insurance in force of more than \$17,500,000, assets exceeding \$1,330,000, and an annual income of more than \$700,000. It plans extensive development, especially in Texas, Oklahoma and Arkansas.

The consolidation brought a number of families to Dallas from Little Rock and Tulsa.

The Continental Steel Sales Corporation, Texas subsidiary of the Continental Steel Corporation, Kokomo, Indiana, has purchased the building it occupies at 2407 K Street, containing 40,000 square feet of floor space, and will erect an addition containing 14,000 square feet to take care of the company's expansion program. J. D. Hunter is district manager.

Electro Ball Co., Inc., 1200 Camp Street, has filed an amendment to its charter increasing its capital stock from \$25,000 to \$100,000.

Foxworth-Galbraith Lumber Company, a \$2,000,000 Delaware corporation, engaging in the wholesale lumber business, has moved its general offices to Dallas from Amarillo, transferring fifteen families. The company's offices are in the Allen Building.

Grinnell Company, Inc., of Providence, R. I., has moved its Southwestern sales offices from the Santa Fe Building to its plant at 1315 Marilla Street. The company's Dallas plant is being equipped with the latest improved pipe machines and stocked with materials for complete automatic sprinkler fabrication and installations.

The Southern Hosiery Company has moved its display rooms and offices from Fort Worth and is now housed in the Santa Fe Building. The company distributes several lines of hosiery and moved its personnel intact from Fort Worth.

Ownership and control of the Allied Underwriters, a reciprocal casualty insurance company, has been acquired by Dallas interests and executive offices moved to Dallas. F. M. Moulton is president and E. F. Dardnne vice president, both for-

merly of Waco. Offices are located in the Tower Petroleum Building. The company writes all lines of casualty insurance.

With the establishment of a number of important manufacturing and distributing concerns during March, Dallas continues to go forward industrially at a greater rate than at any time in the city's history. Among the new concerns are the following:

Manufacturers

Commercial Uniform Company, Inc., 120 North Washington Avenue. Complete line of service uniforms.

El Trigo Baking Company, 1128 South Fitzhugh Avenue. Bakery.

Polar-Air, Inc., 100 North Ewing Avenue. Manufacturing a line of air-conditioning units, specializing in portable units for office and home that can be installed without plumbing or other installation expense. The company recently held a showing of its equipment at the Jefferson Hotel.

(Continued on Page 38)

Latin American Trade

(Continued from Page 31)

man who wants to sell and steadfastly refuses to buy becomes a danger to all business and upsets the world.

If we are to become good neighbors, understanding our customers and meeting situations fairly, we must give the other man at least a chance to live. In the absence of such an attitude it is useless to talk of foreign trade, necessary as it may be. It is even foolish to anticipate a return of sound prosperity and worse than ridiculous to stand the expense of trying to establish America in the confidence and respect of other peoples.

Holding fast to the idea that the Greater Texas and Pan American Exposition in Dallas has a great purpose, the real task lies in making these truths acceptable to those who live in the United States. Succeeding in such a purpose, the Exposition will raise Dallas and Texas to the zenith of commercial supremacy and the responsibility of those directing the effort will have been completely met.

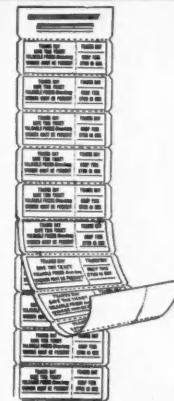
TRADES DAY TICKETS

All Kinds of Numbered Printing

SOUTHWEST TABLET MFG. CO.

Dallas, Texas

Ticket and Coupon Division



DALLAS TRANSFER and Terminal Warehouse Co.

(Established 1875)

E. D. Balcom Gus K. Weatherred
2nd Unit Santa Fe Building

Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing

Agents for:

H. & N. T. Motor Freight Line
Lone Star Package Car Co.
Allied Van Lines, Inc.

Phone 2-7111



BEFORE AFTER
REBUILDING Top and Body repairs. Automobile
rebuilding.
Williams Paint & Body Works
2647 Commerce Dallas Phone 7-5331



Ideal Laundry & Dry Cleaning Co.

3214-24 Ross Avenue

Phone 3-2141

MORTGAGE LOANS

Rates as low as 4½%—3 to 20 years

JAMES N. TARDY COMPANY

Republic Bank Building 2-8185
DALLAS

HOME OF C. W. BILLINGS



CHIROPRACTIC

HEALTH CENTER

Adjustments . . Gentle and Efficient
Free Consultation
2711 FAIRMOUNT 7-1960

Make Your Reservation Now
for the . .

36th ANNUAL BUSINESS TOUR

CALL E. F. ANDERSON
7-8451, Dallas Chamber of Commerce

The Business Man Knows
EDDIE ROARK
Attorney
602-4 FIDELITY BUILDING
PHONE 2-7575

TEXAS PRESS CLIPPING BUREAU
Established 1910
Clippings, Advance Information, Reports
Covering All Activities
We furnish a Prompt and Thorough Clip-
ping Service from All Texas Newspapers
and Magazines
Insurance Bldg. Dallas, Texas

Wilson Detective Agency

332-33 WILSON BUILDING
PHONE 7-6444 — DALLAS, TEXAS

YOUR "CAMERA" ADJUSTMENT

Muscles of "accommodation" in normal eyes adjust themselves automatically for focusing on distant or near objects. As this elasticity of "accommodation" decreases, glasses become necessary for normalizing vision.

WALSTROM OPTICAL CO.

Ground Floor, Pacific Avenue Entrance
Medical Arts Building

Don't "put off" that visit to your Eye Physician

1936 Cottonseed Value SHOWS BIG GAIN

By WALTER B. MOORE

Educational Service, National Cottonseed
Products Association

SYMBOL of the South is lint cotton. To visitors, cotton is the South; and the South, no matter how varied its products and resources, is inescapably the Land of Cotton. To the South, the summer snow that bathes its cotton fields jervades also its year-round thought, its economy and its very social structure.

Yet, lint cotton is but one phase of the South's cotton economy. Too-little known, yet of major importance—and of increasing importance—to agriculture and to every Southerner is the cottonseed which usually ranks second only to lint in value among the crops of most Southern and Southwestern states.

Five Southwestern states—Texas, Oklahoma, Louisiana, Arkansas and New Mexico—gained \$82,487,000 from cottonseed of the 1936 crop. This total, more than one fourth of the aggregate value of the lint cotton produced by the same states, represents an increase of \$12,665,000, or 18.1 per cent, over the 1935 cottonseed value, which was \$69,822,000.

Basis for these figures is the United States Department of Agriculture crop value estimate of December, computed on the average price to growers for cottonseed to December 1, 1936, virtually the end of the crop marketing season.

Price Skyrackets

Average price of cottonseed this season to December 1 was \$35.41 per ton, a phenomenal rise of \$25.89, or 272 per cent, from the depression low reached in the 1931-32 season, when cottonseed brought growers an average of only \$9.52 per ton during the entire season.

Compared with the same period of 1935, cottonseed brought growers an average of \$4.22 per ton more in 1936, an increase of 13.5 per cent, whereas lint cotton prices rose only 10.9 per cent during the same period.

In fact, cottonseed prices to December 1, 1936, were higher than the season average for any period since 1927-28, even slightly higher than prices during the prosperous year of 1928-29. The 1936 average for the United States of \$35.41 per ton compares with the Agriculture Yearbook figures of a season-average of \$35.26 for 1928-29, and the 10-year high of \$35.94 per ton for 1927-28.

Prosperity prices for cottonseed are the product of many factors. Like all farm products, cottonseed is subject to many influences—weather in Texas and Brazil, trade treaties and tariffs, and the whims of that vague individual, The Man in the Street.

This season, drouth reduced supplies both of cottonseed and of competing products. Actually, the 1936 cottonseed production was larger than that of 1935, but the carryover supply of seed and its products was smaller, and available amounts of farm grains and other feeds were drouth-curtailed.

Oil for Income

More important to cottonseed growers, however, was the higher price of cottonseed oil. This is true because cottonseed oil accounts for roughly fifty-five per cent of the total value of the seed, with the result that upon oil largely depends the income of the grower.

Vegetable shortening offers the largest outlet for cottonseed oil. Vegetable shortening is well known and widely used. For that reason, it is a large and relatively stable market for the grower's cottonseed oil. Salad oil is a second market, smaller but also relatively stable.

An emperor's dream and a poor man's food is margarine. It is, also, a major outlet for cottonseed oil, one that consumed almost 100,000,000 pounds of cottonseed oil, in addition to quantities of beef fats, milk, soybean oil and peanut oil, during 1935.

Margarine is an emperor's dream because its discovery was the direct result of an offer by Napoleon III of a prize for a fat as appetizing, nutritious and stable as butter. Napoleon added that he would place at the inventor's disposal a factory for the manufacture of the product. A French chemist, Mege-Mouriez, received the award in 1870.

A poor man's food is margarine because it can be sold at a price within the reach of those who can afford no other table-spread. It reaches a market denied the dairyman because these low-income consumers cannot pay the premium price at which the dairyman can profitably produce butter. These facts are well established, as is the fact that there are up-

wards of 25,000,000 Americans who are totally deprived of butter and margarine, to say nothing of those who consume an inadequate supply of these fats.

To cottonseed producers (and cattlemen, milk producers, peanut and soybean growers and other farmers), margarine would be an even more important and more valuable market except for Federal and state laws which tax and license margarine off many a grocer's shelf and many a potential consumer's table.

Foremost among these laws is Federal legislation which saddles margarine with taxes and fees the like of which no other wholesome food bears. Colored margarine must pay a Federal tax of ten cents a pound; to sell it, the wholesaler must pay a license fee of \$480 yearly and the retailer \$48 yearly. Even uncolored margarine bears a federal tax of one-fourth cent per pound, plus a license fee of \$200 for the wholesaler and \$6 for the retailer.

Headliners

(Continued from Page 15)

year of his graduation, the telephone company recruited him as a student, to be given vocational training in the various departments of the business. In 1913 he became a member of the commercial engineering staff. One of his first assignments was to prepare factual records as to rates and rate practices in the various companies comprising the system, in the interest of devising some uniform basis upon which to work. Two years later he was transferred to the staff of the vice president.

For two years Mr. Prehn left the telephone company's employ to manage a Mississippi plantation. He returned to the telephone company in 1918 as general rate engineer, and in 1921 he was made special agent in charge of methods and practices for the system. In 1922 he became general commercial supervisor; in 1923 he was made division commercial superintendent at Kansas City; in 1924 he was made division commercial superintendent at St. Louis, and in 1926 he came to Dallas as Texas general manager.

Mr. Prehn likes to fish and hunt and was formerly an ardent tennis player. He is a director of the Dallas Chamber of Commerce, of the First National Bank, the Dallas Country Club, the Family Consultation Bureau, formerly the United Charities, and is a member of the Dallas Athletic Club, City Club and Electrical Club.

The showmanship and executive ability requisite to planning and operating a bus-

(Continued on Page 39)



WE welcome the accounts of new business firms and will gladly extend every personal courtesy and every banking service—including credit for all needs within the sphere of good business and good banking.

Come and bank with us!

DALLAS NATIONAL BANK DALLAS, TEXAS

Member Federal Deposit Insurance Corporation

Envelopes

EXCLUSIVELY SINCE 1906

Equipped for QUANTITY Production
With High-Speed Rotary Machines
Manned for QUALITY Production
With Skilled Craftsmen

Organized for EFFICIENT Production
With Careful and Correct Routines
Managed for ECONOMICAL Production
With Experienced Administration

HESSE ENVELOPE CO.—Dallas—2-3292

Dallas Engraver HANDLES EXPLOSION PHOTOS

WHEN the hand of fate touched off the tragic blast which snuffed out the lives of 455 London, Texas, school children March 18, it meant 72 straight hours of labor at Harper Standard Engraving Co. of Dallas, southwestern representatives for International News Photos, vast picture organization of the Hearst newspaper interests.

Harper Standard is one of the International distributing points for news mats and news pictures. When the story broke on Thursday afternoon, International immediately made arrangements with the *Tyler Courier Times* to ship the first pictures to Harper Standard on a chartered airplane, and sent five news photographers and Soundphoto engineers to Tyler and Dallas from New York, Chicago and Pittsburgh, all by plane.

A portable Soundphoto machine was brought by Chandler J. Abbott, Soundphoto Engineer, to Harper Standard's office and was operating within two hours after he arrived.

Below is a busy scene in the offices of Harper Standard Engraving Co., Southwestern representative of International News Photos of New York. The occasion was the covering of the tragic explosion of the London school in East Texas. From left to right are John Newbern and Jack Harper of Harper Standard Engraving Co., and Chandler J. Abbott, Sound-photo engineer of International News Photos, who is operating the Sound-photo machine.



International Harvester Has Big Dallas Branch

The International Harvester Company of America has maintained its regional office in Dallas since 1903, at which time the company was formed through the merger of five large agricultural equipment concerns. In this manner, the International Harvester Company's Dallas branch is not only one of the oldest, but also one of the largest agricultural equipment concerns in the southwest.

By error, the International Harvester Company's important business was omitted in the article, "Basic Industry," published in the March issue of Southwest Business. The editors of Southwest Business deeply regret this inadvertent omission, because the story of agricultural equipment business in Dallas cannot possibly be complete without proper consideration of the International Harvester's part in the industry.

The Dallas office of the International Harvester Company was established at the time of the merger in 1903, taking over the business of the five regional offices of the merged firms, some of which had been in business in Dallas more than fifty years. The Dallas office of the company is one of its five direct factory branches in Texas. Its territory extends south to Temple, west to Cisco, north to Oklahoma and east to Tyler.

The majority of International Harvester's business today is still in the farm implement field, although the company does a large volume of business in motor trucks. Both motor truck sales and farm implement sales are handled through the Dallas factory branch building at 211 North Austin Street. J. J. Foley is Dallas branch manager, with Buford Mullins as assistant branch manager, and Ben T. Little as credit and merchandising manager.

Urge Chiropractic Convention

Dr. C. W. Billings, chiropractor with offices at 2711 Fairmount Street, is directing the effort to bring the next convention of the National Association of Chiropractors to Dallas.

He is a past president of the State Association of Chiropractors, and has served for many years as a member of the advisory board of the National Association of Chiropractors. He has also served as a member of the advisory committee of the Palmer School of Chiropractic.

Dr. Billings has been a practicing chiropractor for the last twenty-three years in Dallas. His office has the most modern equipment.

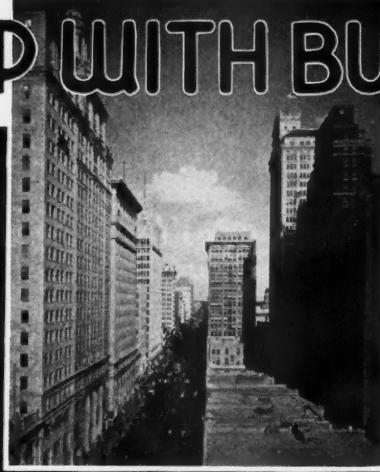
KEEPING UP WITH BUSY DALLAS



Dallas Lawn Equipment Co.
3417 McKinney Ave.
Dallas, Texas
Jacobson Power
Mowers
Lawn Accessories
Fertilizer
Sales & Service
Phone 58-4040



J. D. ROOK, Manager
ACE ELECTRIC COMPANY
Electrical Wiring and
Repairing
4004-6 Main St., Dallas
Telephone 3-2714



KINNISON BROS.

Mechanical Engineers and
Heating Contractors
PHONE 2-3321
1601 Cedar Springs, Dallas, Texas

AMERICAN BEAUTY

Catalogue Covers—Wire-O Binding
Ask us or your printer to assist you in
making your sales literature more effective.
American Beauty Cover Co.
2000-8 Orange St. 7-5179 Dallas

CONTINENTAL WELDING CO.
WELDING
Contracting Repairs
Electric & Acetylene
Headers & Pipe Work Our Specialty
Auto Blocks, Fenders, Bumpers
Portable Equipment
2120 Alamo Dallas Phone 2-0118

Springs — Brake Service
Axle Straightening
Wheel Aligning
Standard Spring & Axle Co.
2816 Main Street Phone 7-2383

BLUE PRINTS PHOTOCOPIES
ROTAPRINTS SUPERSTATS
Manufacturers of
BLUE PRINT PAPER & CLOTH
JNO. J. JOHNSON
1912 N. St. Paul St., Phone 2-8067 Dallas

PRINTING
Every Kind . . .
Good Service . . . Quality Work
E. J. Storm Printing Co.
1308 MARILLA • DALLAS • PHONE 2-4804

25¢ ASHBURN'S 25¢
DALLAS MAP
At All Stands and Stationers

NELSON & NELSON

Certified Public Accountants

Audits - Tax Service - Systems
Tel. 2-2074 Dallas, Texas

For your home or office, only \$9.95 for efficient Walnut Cabinet Radio. Call W. A. Brown for Radio or Electrical Repairs.

HENSON'S RADIO & ELECTRIC SERVICE
Lynn Henson, Phone 9-4872
1321 West Davis DALLAS

HERBERT A. McCARLEY

Attorney

Three Years—Assistant District Attorney
Criminal and Civil Practice
414 Fidelity Building 7-4128

Automobile Banking Since 1911

Frankfurt Finance Corp.
439 North Harwood at Bryan
Telephone 7-1126

Ben Frankfurt President Vic Frankfurt Secy.-Treas.

Southwestern Blue Print Co.

PHOTOSTAT PRINTS

405 S. Akard St. PHONE 7-1425 Construction Bldg.

NATIONAL ADJUSTING & COLLECTING CO.

1001 BURT BUILDING
James R. George, Attorney
Phone 7-5835 Dallas, Texas

Kelley Frame & Axle Shop

Bee-Line Precision Equipment
Frame and Axle Straightening, Cold Process
Brakes Relined Electric Welding
408 N. HARWOOD DALLAS, TEXAS

Typewriters
Adding Machines
Repairs and Supplies
S. L. EWING CO.
1606 Commerce Street Dallas, Texas

FOR A WELL-TRAINED
STENOGRAPHER
OR
BOOKKEEPER
PHONE 7-8514
Metropolitan Business College

When you see me don't think of Life Insurance, but when you think of Life Insurance see me.
ARTHUR C. HENDERSON, General Agent
Provident
Life and Accident Insurance Company
 301-2 Great National Life Building
 Phone 2-6328 DALLAS, TEXAS

Have Your Suit . . .
 Individually Tailored
 Fine Imported and Domestic
 Woolens
 As low as \$29.50
 Not over \$50.00

The Model Tailors
Largest Tailors in Southwest
 Established Since 1916
 2308 Elm Street Call 7-6057

Oldham & Sumner Lumber Co.
"Adjoining Centennial Grounds"
 Quality Materials
 Loans Arranged
 927 South Haskell Phone 8-5195

Manufacturers of Men's Silk and
 Lisle Hosiery
 Hosiery Re-Dyed for the Trade
The Par-Tex Hosiery Mills
 E. E. PARTAIN, Pres. 7-2625 Dallas

White Crusader Exterminating Co.

 DEATH TO INSECTS!
 We contract to rid any
 premises of Rodents,
 Termites, or any other
 insects.
 RESULTS OR MONEY
 REFUNDED
 Geo. Shamblin, Mgr.
 Phone 6-9851

Attention!
LIFE INSURANCE EXECUTIVES
 MAY ISSUE
 SOUTHWEST BUSINESS
Will Publicize
 NATIONAL LIFE INSURANCE
 WEEK
 Reserve advertising display space now.
 DIAL 7-8451
 Ask for Southwest Business

OPTOMETRIST
 •
 25 Years in Dallas
 •
 See
DR. WILSON
 See Better
 •
 Credit an
 Added Service
DR. D. L. WILSON
 1617½ Main Phone 2-8814



(Continued from Page 33)
 Sani-Pac Peanut Company, 4609 Second Avenue. Packaged peanuts.

Texas Fur Company, 110 South Poydras Street. Manufacturers of fur coats and distributors of furriers' supplies.

Tiffany Bakeries, Inc., 4147 Commerce Street. Specializing in fancy cakes and other bakers' specialties. Distribution will be through a series of retail outlets soon to be established.

Wholesale and Branches

W. G. Davis, 711 South Ervay Street. Vending machines.

Gladding, McBean & Company, 1316 Young Street. Tile and other building materials. Home office, Los Angeles. Joe D. Ward, district manager.

Gold Medal Flour Company of Texas, 1109 Mercantile Building. Wholesale flour. Home office, Wichita Falls, Texas.

Schick Dry Shaver, Inc., 410 Southland Life Building. Electric razors. Home office, New York. James J. Kelly, district manager.

J. Earl Smith, 705 South Ervay Street. Manufacturers' agent.

Southern Hosiery Company, Santa Fe Building. Wholesale hosiery. Moved from Fort Worth.

Wink Supply Company, 2656 Main Street. Mill supplies.

Oil Companies

Bison Refining Company, 618 Wilson Building. Oil products.

V. E. Ekholm, 618 Wilson Building. Geologist.

L. P. & B. Oil Corporation, Great National Life Building. Affiliated with Marine Corporation.

Lightning Oil Company, incorporated by G. H. Manscill, A. B. Moore and R. D. Sudarth. Marketers.

Sunset Oil Company of California, Great National Life Building. Affiliated with Marine Corporation.

Winsted Corporation, incorporated by William Lipscomb, Marvin Blakeney, Jr., and W. F. Watt. Oil royalties.

Miscellaneous

F. A. Fischbeck & Co., 4428 Cole Avenue. Contractors.

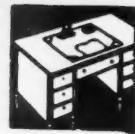
Edw. Hughes & Co., 402 Fidelity Building. Real estate.

Oak Cliff Floral Co., 211 East Colorado Street. Florists.

Regional Resettlement Administration, farm tenant security section, 3221 Commerce Street. Moved from Denton, Texas.

W. Van Tuyl Company, 1201 Fidelity Building. Draftsmen.

Volunteer Placement Bureau of the Social Agencies, 407 North Texas Building.


J. B. Harpold
 1708 Commerce Street
 Phone 7-6846

Hudson & Hudson

Industrial and Business Properties
 Sales, Leases and Management
 Great National Life Building
 Phone 7-1666 Dallas
 Alex D. Hudson James S. Hudson

**SAVE MONEY WITH
 REFINOL MOTOR OIL**
 at only 10¢ per quart. Longer life for your
 motor, less repair bills, greater gasoline
 mileage with REFINOL. Try it!
REFINOL SERVICE COMPANY
 1800 N. Harwood St. 313 N. Beckley Ave.
 Free Drain Service, 7 to 7

ROBT. L. HURT
 Retiring Criminal and Civil District Attorney
 of Dallas County. Re-entering the civil and
 criminal practice of the law.
WALTER FLOYD CLARK, Associated
 Tel. 2-9001. Suite 1304 Kirby Bldg.

FINE WATCH REPAIRING
 Same Location
 14 Years
 French and
 Electric Clocks
MARVIN MOXLEY
 211 No. Akard Between Pacific and Elm

Temple Lumber Co.
"QUALITY Southern Pine LUMBER"
 You Furnish the LOT
 and we furnish the HOME
 2508 SO. HARWOOD PHONE 4-5191

North Texas Materials Co.
 Concrete Gravel, Roofing Gravel, Concrete
 Sand, Plaster Sand
 Pit Run Concrete Gravel, Railroad
 Ballast, Road Gravel
 We ship from June Spur & Cloudy on
 T. & P.—Bois D'Arc on S. P.
 1108 Santa Fe Bldg. Phone 7-6513
 DALLAS, TEXAS

For Sale by All
 Leading Dealers
 In 7-ounce Brown Bottles
SEVEN - UP
 BOTTLING CO.
 Dallas Phone 6-1656

**SEVENTH ANNUAL
 SOUTHWESTERN SALES
 CONFERENCE, APRIL 9th**
 Call E. F. ANDERSON, 7-8451
 for Reservation

INDEX TO ADVERTISERS

Ace Electric Co.	37	Long, Lloyd M.	28
Amabassador Hotel	24		
Adleta Showcase & Fixture	18	Maple Avenue Transfer	32
Allen Building	24	McCarley, Hubert A.	37
American Beauty Cover	37	Mercantile National Bank	18
American Paint & Supply Co.	20	Metropolitan Building & Loan	17
Ashburn, J. Foster	37	Metropolitan Business College	37
Atlas Metal Works	21	Model Tailors	38
Baker Hotel	28	Morten Milling	20
Barrow-Wade-Guthrie	26	Motor Freight Lines	4
Beaumont Port Commission	30	Moxley, Marvin	38
Billings, Dr. A. W.	34		
Brown Cracker and Candy	21	National Adjusting & Collecting	37
Cannon Ball Towel Supply Co.	28	National Hotels	28
Cargo, Hugh	31	Nelson & Nelson	37
Clarke & Courts	22	North Texas Advertising Corp.	31
Clegg, Paul R.	23	North Texas Materials	38
Continental Welding Co.	37	Oldham & Sumner Lumber Co.	38
Corder's Bakery	31	Outdoor Electric Adv.	22
Dallas National Bank	35	Paper Excelsior Packing Co.	21
Dallas Building & Loan	17	Parker-Griffith	16
Dallas Gas Co.	2	Par-Tex Hosiery Hills	38
Dallas Lawn Equipment Co.	37	Pollock Paper	20
Dallas Power & Light Co.	32	Provident Life & Acc. Insurance	38
Dallas Towel Supply Co.	24		
Dallas Transfer & Term. Wrhse.	33	Refinoil Service Co.	38
Davis Hat Co.	30	Republic National Insurance Co.	26
Donald-O'Neill & Co.	17	Republic Insurance Co.	27
Ewing, S. L.	37	Revis-Scruggs Funeral Home	29
Fakes & Co.	32	Roark, Eddie	34
First Federal Savings & Loan	16		
First National Bank in Dallas	27	Sabine Royalty Co.	17
Ford Motor Co.	40	Seven-Up Bottling Co.	38
Frankfort Finance Corp.	37	Southwest Tablet Mfg. Co.	33
Hancock, John Life Ins. Co.	16	Southwestern Blue Print	37
Harper Standard Engraving Co.	3	Standard Fixtures, Inc.	20
Harpold, J. B.	38	Standard Spring & Bumper	37
Haughton Brothers	23	Stewart Office Supply Co.	19
Henson's Radio	37	Storm Printing Co.	37
Hesse Envelope Co.	35		
Hudson & Hudson	38	Tardy, James N.	34
Hurt, Robert L.	38	Temple Lumber Co.	38
Ideal Laundry & Cleaning Co.	33	Texacone Co.	21
Industrial Paint & Varnish	21	Texas Corrugated Box	20
		Texas Cut Stone	21
Johnson, John J.	37	Texas Fur Co.	38
Kelly Frame & Axle Shop	37	Texas Press Clipping	34
Kennedy Machine & Brass Works	20		
Kinnison Brothers	37	Walstrom Optical	34
		White Crusader Exterminating Co.	38
		Wholesale Merchants Building	31
		Willard Hat Co.	29
		Williams Auto Top	33
		Wilson Detective Agency	34
		Wilson, Dr. D. L.	38

Headliners

(Continued from Page 35)

iness tour such as that conducted annually by the Dallas Chamber of Commerce and Wholesale Merchants Association are provided in abundance by W. V. (Smoke) Ballew.

For the second successive year he is general chairman of the committee which will send a special train carrying 100 business men on a goodwill mission through Dallas' trade territory. The 36th annual business tour, to leave Dallas the night of May 2, will visit the Rio Grande Valley and South and East Texas.

Mr. Ballew has been manager of the Dr. Pepper Co. since 1931. He was born and reared in Palestine, Texas, and was graduated from the University of Texas. Unlike his brother, Smith Ballew, who first became a famous orchestra leader and radio program director and then a movie star, Mr. Ballew's preferences run to business. He was a traveling salesman for the Folger Coffee Co. in the Texas Panhandle for many years. When Folger established its branch office in Dallas, he became first district manager. He left that firm to become salesmanager for the Wm. E. Easterwood Co. and to make Orbit gum famous. In 1931 he went to the Dr. Pepper Co. as salesmanager.

Mr. Ballew was first president of the Dallas Sales Managers Club, and is vice chairman of the board of the National Federation of Sales Executives. He is also a member of the Dallas Salesmanship Club. He is married and has two children, a daughter, Jane, in Highland Park High School, and a son, Bill, in Rice Institute. He is a golfer and a member of the Dallas Country Club.

1 1 1

One of the bids of the Pan American Exposition's Pan American Casino for a rating of "tops" in the entertainment world is Jo Mielziner, foremost stage designer in the United States. Mielziner has already begun work on sets for the Marshall show-spectacle.

Up and down Broadway, current hits boast settings by him, a good reason for their popularity. He designed the sets for Catherine Cornell's "The Wingless Victory," "High Tor," and "The Women," all currently playing.

Among other plays which wore the Mielziner mounting were "Barretts of Wimpole Street," "Brief Moment," "Of Thee I Sing," "Dodsworth," "Romeo and Juliet," "Accent on Youth," "Winterset," "The Postman Always Rings Twice" and "Jubilee."

Nothing more need be added about his ability or his rating. His record stands.

A New Kind of ECONOMY FOR TRUCK OWNERS



112" Ford V-8 truck for 1937 with stake body powered by the new 60 H. P. engine for light delivery service

WHATEVER your hauling problem, there is a 1937 Ford V-8 truck to fit your needs.

For heavy-duty service or highway express work, the famous 80 horsepower truck engine has been "stepped up" to 85 horsepower.... New, alloy-steel pistons have been introduced, the cooling system has been improved, and many other refinements have been made in this big husky engine.

For light delivery work the new 60 horsepower Ford V-8

engine sets a new "high" in gasoline and oil economy in the truck and commercial car field. It is just as outstanding in economy as the 85 h.p. engine is in performance. And like the "85," it is built to highest standards of precision and quality materials.

Try one of these rugged hauling units with your own loads over your regular routes, and see how much better it handles your individual job. Ask your Ford Dealer to lend you an "On-the-Job" Demonstrator today. There's no obligation.

ONLY FORD V-8 GIVES YOU ALL 7 OF THESE IMPORTANT TRUCK FEATURES ...

- Two V-8 engines—85 H.P. for maximum performance with good economy . . . 60 H.P. for maximum economy with good performance.
- Improved, self-centering, easy-action Safety Brakes—greater stopping ability.
- Improved Centri-Force clutch for longer life.
- Improved rear axle with optional gear ratios for increased power application.
- Improved cooling system, new location of water pumps, shrouded fan, twin V belts on the "85."
- New styling inside and out. New driver conveniences and comforts. V-type ventilating windshields. Regrouped instruments, electric gasoline gauge for greater accuracy.
- All models with or without De Luxe equipment.

AUTHORIZED FORD DEALERS OF THE SOUTHWEST

FORD V-8 TRUCKS AND COMMERCIAL CARS

Y



U
IT

er-
for

ety

ife.

for

ter

5."

on-

and

ine

nt.

S